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ABSTRACT

This annual report for FY 1977-78 covers major goals, objectives, and activities of the work conducted under the Florida State Planning Grant for Career Education. Activities carried out to meet the seven major goals established for the project are described. They include (1) continuing use of the established advisory group to assist in developing and revising the Florida State Plan for Career Education: (2) conducting a statewide student needs assessment survey: (3) assessing personnel training needs by districts: (4) continuing a national search for effective career education strategies, learning materials, personnel, and programs: (5) continuing efforts to cultivate support of key business, labor, parent, and legislative leaders: (6) improving established communication among statewide career education leaders: and (7) implementing the Florida State Plan for Career Education developed in FY 1976-77. Actions taken to meet 22 objectives established for the year are briefly summarized. Appendixes include minutes of advisory council meetings, conference programs, directory samples, curriculum samples, survey instrument for determining instructional staff competencies, divisions of the communications network, a project profile and lists of career education contacts, advisory council membership, and advisory council by-laws. (KC)

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FLORIDA STATE PLANNING GRANT FOR THE ADMINISTRATION OF CAREER EDUCATION

UNDER

THE EDUCATION AMENDMENTS OF 1974

Public Law 93.380
Section 406

FINAL REPORT

Period Covered: 7/1/77 - 6/30/78

Submitted by the Florida Department of Education

Tallahassee, Florida

Mr. Ralph D. Turlington, Commissioner
Dr. Margaret Ferqueron, Coordinator Career Education
Mrs. Myrtle E. Hunt, Asst. Coordinator Career Education
Mrs. Rayma Page, Chairman Advisory Committee

August 31, 1978

CE 026 745

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
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Project No. 554AH60347
Grant No. G-007700956

Florida State Planning Grant for Career Education

A Grant Under Career Education Programs
(45CFR-160d.11)

The project reported herein was performed pursuant to a grant with the Bureau of Adult, Vocational, and Technical Education, Office of Education. U.S. Department of Health, Education, and Welfare. Contractors undertaking such projects under Government sponsorship are encouraged to express freely their professional judgment in the conduct of the project. Points of view or opinions stated do not, therefore, necessarily represent official Office of Education position or policy.

Ralph D. Turlington, Commissioner
State of Florida Department of Education
Tallahassee, Florida
904/488-3860

August 31, 1978

FINAL REPORT

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ABSTRACT

Career Education State Planning Project

I. Identifying Information

Project Title: Development of a State Plan for Career Education in Florida

Grantee: Florida State Department of Education

Project Director: Dr. Margaret Ferqueron

Project Director's Title: Coordinator of Career Education

Project Director's Address: Florida Department of Education
J & B Building
Tallahassee, FL 32304

Project Director's Telephone: (904) 488-3860

II. Funding Information

Federal Career Education Funds

Fiscal Year	Grant Number	Amount	Duration
1976	G007604176	$46,500	7/1/76 to 6/30/77
1977	G007700956	50,000	7/1/77 to 6/30/78

III. Purpose of State Plan

To develop, implement, and evaluate a comprehensive state plan for career education to guide LEAs and the Florida Department of Education in the assessment and coordination of career education efforts K-Adult. To maintain and utilize the established advisory group (broadly representative of the various segments of Florida's citizenry affected by career education). To conduct the statewide survey of student needs assessment. To conduct a district-by-district assessment of personnel training needs. To continue a state and national search for career education strategies, learning materials, personnel, and programs that have demonstrated efficacy. To continue to identify and cultivate the support of key business, labor, industry, community, parent, and legislative leaders. To maintain and improve established communication vehicles among career education leadership statewide. To implement and revise, as necessary, the management plan for career education 1978-83.

Role of Advisory Group

A thirty-member advisory council, organized into an executive committee, three standing committees and various ad hoc committees, serves as a forum for the Department of Education on matters relating to career education. They assist in the goal setting process and help to prioritize objectives. Advisory Council members are appointed by the Commissioner of Education and represent business, industry, labor, parents, legislators, counselors, occupational specialists, vocational education, academic education, LEA career education directors, state and governmental agencies, community colleges, universities, teachers and students. The Advisory Council was organized in November, 1976 to accomplish the following objectives:

(1) To serve as a forum for the Department of Education on matters relating to career education and to review objectives and goals of career education in Florida.

(2) To serve as a catalyst in bringing about cooperation among all agencies concerned with career education.

(3) To become and remain familiar with career education needs and programs in the State.

(4) To encourage the implementation of needed career development programs in the State, including programs to serve disadvantaged and handicapped students.

(5) To receive, review, and recommend action on career education programs, projects, and activities being proposed.

(6) To assist in seeking needed local, state, and national action to assure high quality career education in the State; including funding.

(7) To assist the state by creating special committees as needed for the development of high quality, comprehensive career education.

(8) To assist educational agencies with public information programs related to career education.

(9) To render advice on curriculum content.

(10) To advise concerning the kinds of facilities and equipment needed for appropriate training within a particular career cluster.

(11) To provide established lines of communication between education systems and their communities.

Additional Input to Plan

A fifteen member advisory council, made up of local career education directors, community college and university personnel, meets quarterly to provide technical assistance in the state plan developmental process. All advisory council meetings are open to the public and are held in the five geographic regions of Florida to maximize chances for public input.

Needs Assessment

During 1976-77, the Florida Department of Education contracted with The Center for Vocational Education, Ohio State University, to conduct an assessment of student needs in career education. This study was initiated to meet the requirements of the Office of Education to effectively plan career education. A statewide pilot survey of career education needs as perceived by Florida educators was conducted. From the results of the study, the Florida Department of Education obtained the following information about programs which embody career education elements as perceived by educators involved in these programs; (1) the relative priority of 10 national learner outcomes in the State of Florida, (2) critical student need areas, (3) student needs which are being met most successfully by current programs, (4) the program areas which most need improvement, and (5) differences in the perceptions of needs among groups of educators.

A statewide survey of student needs and program needs was conducted. A survey instrument was mailed to a sample of 667 Florida educators, including teachers, counselors, principals and career coordinators. Respondents rated the actual attainment and the desired priority of the student needs. Respondents rated the need for improving the program needs. Both general and more specific information about needs was collected. A total of 354 respondents completed the survey.

This study was conducted as a pilot study with a relatively small sample. It should be noted that the sample of individuals surveyed were not representative of all educators in Florida. The results represent the views of selected educators who have been actively involved in career education. It should also be noted that the results are based on educators' perceptions of critical needs rather than objective tests of students" competencies. Therefore, the results should be viewed as indicators rather than absolute declarations of need.

The highest priority national learner outcomes in Florida are Basic Academic Skills, Work Habits, and Work Values. The most critical student needs concerned students' ability to accept responsibility;

understand how self-concept influences success, value the importance of setting career goals based on self-knowledge; find jobs; consider alternatives when making career decisions and view career options independent of sex role stereotypes.

The student needs which are being met most successfully by current programs are in the areas of Career and Self-Awareness and Basic Academic Skills. The greatest proportion of students in Florida (from 50 to 75 percent) can perform the following high priority skills: describe different careers; relate information about themselves to career choice; describe how basic skills are used in careers; work independently; and find career information.

The most critical program needs are in the areas of Infusion of Career Education in general education subjects; Comprehensive Career Guidance, Counseling, Placement and Follow-Up; and Inservice in Career Education for all Educators. The highest priority specific program needs concern: integrating career education in basic subjects; providing special career guidance for students with negative attitudes; providing some career counseling for all students, providing special career guidance for students with special needs, and providing units on career education within existing courses.

There was considerable agreement among teachers, counselors, principals and career coordinators in their selection of the highest and lowest priority program needs. There was greater difference of opinion in the medium priority range.

During 1977-78 random samples will be selected from among Florida's; (1) students K-12, (2) parents, (3) business and industry representatives, (4) community colleges, (5) universities and (6) postsecondary and adult education centers. Ad hoc advisory council committees will assist with the sampling procedures to be used and in the selection of instruments. All data will be collected during the Spring of 1978. When the data from all needs assessments are analyzed and made available, it will be used by the State Career Education Advisory Council, Florida State Department of Education personnel, and career education practitioners at the local level, to identify and examine areas of career education which exhibit the greatest degree of need. This would include such activity as: (1) revision of State goals and objectives for career education to reflect strengths and weaknesses revealed by the various needs assessments, (2) establishing priorities in the allocation of resources, and (3) providing sound basis for continuing program planning processes in career education statewide and at all educational levels.

Information obtained through the needs assessments will be updated as deemed necessary by the advisory council and career education practitioners at all levels -- or as needed to develop new long and short range goals and objectives for career education in Florida.

VII. Resource Identification

Florida's long involvement in career education has produced a wealth of both human and material resources. Many new textbook adoptions have resulted in the inclusion of career-related materials in new basic textbooks in the regular academic disciplines. All 67 of Florida's school districts has developed and implemented a plan for career education - and identified resources. In order to assure that those resources, are kept available for use by interested persons, four measures were taken during 1976-77: (1) Additional funds were provided to the Career Education Curriculum Laboratory, Florida State University, for the purpose of publishing a newsletter relating to, among other things, new resources becoming available in career education. (2) Career education resources available through the five regional offices were reviewed and updated. (3) Commercial exhibitors were invited to display their material at the Statewide Career Education Conferences. (4) Research materials were made available to interested individuals through FERIC, ERIC, AIM, ARM, RIE, CCSSO, NCCE, NIE, ARMED FORCES, NAB, CETA, Chamber of Commerce and Governmental sources.

During 1977-78 all services mentioned above will be continued and three new sources will be added. Resource guides for business and industry, career education personnel, and an updated Buyer's Guide for commercial materials.

All will be disseminated statewide in an effort to get local school personnel to utilize resources identified in or near their school district. The Buyer's Guide can be utilized to encourage Media Specialists to purchase career-related materials in school media centers and District media centers.

VIII. Short-Term and Long-Range Objectives

Both short-term and long-range objectives for 1976-77 were based on the results of a survey taken in 1975. That survey indicated the need for an advisory council, more DOE personnel to provide LEAs with technical assistance in career education, a statewide assessment of student needs, an assessment of personnel training needs K-16, continuing identification of resources, both material and human, business, labor, industry, parent and legislative support, and improved methods of communication between career education practitioners and key DOE personnel. Those same broad goals were identified as continued needs in 1977-78. However, some twenty-two specific objectives were identified for accomplishment in 1977-78:

1. Revise the current, Career Education in Florida position paper.
2. Send a memo to each District Superintendent, Community College and University President,

emphasizing the importance of the career education concept and its infusion into existing curricula.

3. Remake video tape for educational TV consumption which depicts the Commissioner discussing career education and its relevance to current curricula.
4. Host a career education conference for District Superintendents for Curriculum and appropriate community college and university personnel.
5. Submit an article to each major educational publication produced in, by, and for educators in Florida.
6. Encourage school districts to implement a planning procedure which involves cooperation between career and all disciplines.
7. Recommend that each school district, community college and university have a career education contact person appointed by the appropriate authority.
8. Require each Division Director to appoint a Division Coordinator for career education.
9. Require each Division Director to appoint Regional Career Education Consultants (in Division of Public Schools and the Division of Vocational Education) and a sub-advisory council (Division of Community Colleges and Division of Universities) to serve under the Division's representative on the State Career Education Advisory Council.
10. Seek State legislation to cupport career education.
11. Keep all local districts informed concerning matters relating to the impact of pending Federal legislation on Career Education in Florida.
12. Seek the support of local school boards, parent, and teacher organizations for career education.
13. Encourage local districts, community colleges and universities to develop five-year plans for implementation of career education 1978-83.
14. Require local districts, community colleges and universities, to develop career education concept papers which reflect state, local and institutional educational priorities.
15. Examine career education concepts as they relate to the new Florida functional literacy tests to be given in grades 3, 5, 8, and 11.
16. Hold regional workshops to increase awareness and orientation to career education concepts as they relate to all disciplines.
17. Plan programs which will impact members of all Florida's educational organizations.
18. Hold career education workshops for Florida Department of Education personnel.

19. Seek further, more meaningful, involvement of business, industry, labor, civic and professional organizations in the evolution of career education at all levels.
20. Examine options for the evaluation of career education planning and implementation procedures - and student outcomes.
21. Encourage the Commissioner to request that State monies provided for career education at the District level be utilized for that purpose rather than for other educational needs.
22. Assess the current (1977-78) operational level of career education in Florida's 67 school districts.

IX. Other Resources

Resources of all major functions of education will ultimately be brought to bear on problems in career education as each major division comes to full realization of the implications of full implementation of career education concepts K-16 and Adult. Each division is represented on the State Career Education Advisory Council and these representatives serve as communications links with their peers. A close liaison between EPIC (Educational Progress in Careers) and FCEE (Florida Council on Economic Education) is serving as a vital link with the educational "movers and shakers" in business and industry. All factions are invited to provide input into policies, procedures and career education activities. EPIC/FCEE Evaluation Committees are also being organized in local school Districts.

X Dissemination

The Florida Provisional Plan for Career Education has been completed and disseminated to all 67 school districts, the community colleges, and university systems. Since the plan for 1976-77 was "provisional" all factions involved will have an opportunity to provide input into the final plan sometime during 1977-78. All members of the State Advisory Committee have the opportunity to take the state plan to the groups which they represent and provide collective input from their peers. This plan should involve all parties in the planning process.

BEST COPY AVAILABLE

FIGURE 1: CAREER EDUCATION PROGRAM PARTICIPANT SUMMARY

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON, D.C. 20202
CAREER EDUCATION PROGRAM
PARTICIPANT SUMMARY

NOTE: Participants include those DIRECTLY served by the project or, in the case of [illegible] and persons in the business/labor/industry community, who actively assist in project [illegible]. "Actively assist" includes efforts such as serving as resource persons, serving on Advisory Groups, providing work [illegible], etc.

FORM APPROVED
OMB NO. [illegible]

NUMBER OF PARTICIPANTS (see NOTE above) WHO ARE	RACE/ETHNICITY (all Participants including Handicapped, Gifted and Talented, and Low Income)						OF THE TOTAL (column (6)) NUMBER WHO ARE			OF THE TOTAL (column (6)) NUMBER WHO ARE	
	AMERICAN INDIAN, OR ALASKAN NATIVE (1)	ASIAN OR PACIFIC ISLANDER (2)	BLACK/NEGRO (3)	CAUCASIAN/WHITE (4)	HISPANIC (5)	TOTAL (Sum of columns (1) through (5)) (6)	HANDICAPPED (7)	GIFTED AND TALENTED (8)	LOW INCOME (9)	MALE (10)	FEMALE (11)
STUDENTS											
ELEMENTARY (K-6)											
MIDDLE/JUNIOR HIGH (7-9)											
SENIOR HIGH (10-12)			2	6	1	9				1	8
2-YEAR COLLEGE				1		1					1
4-YEAR COLLEGE				10		10				3	7
[illegible]											
SUBTOTAL			2	17	1	20				4	16
EDUCATIONAL PERSONNEL											
TEACHERS			9	48	24	81				24	57
COUNSELORS			1	27	8	36				15	21
ADMINISTRATORS			6	56	5	67				23	44
MEMBERS OF THE BUSINESS/LABOR/INDUSTRY COMMUNITY			2	8	1	11					
PARENTS				2		2					
Other (Specify) Evaluator											
TOTAL			20	158	39	217					

OE FORM 467, [illegible]

MAJOR ACTIVITIES

A. To maintain and utilize the established advisory group to assist in the development and necessary revision of the Provisional State Plan for Career Education.

Advisory Council activities began for Fiscal Year 1977-78 on August 31, 1977 with an ad hoc committee meeting for the purpose of reviewing current advisory council membership and standing committee assignments. The ad hoc committee met in Tallahassee. Members present included:

Mr. Joseph Datres, Chairperson
Dr. Margaret Ferqueron
Mrs. Myrtle Hunt
Mr. Robert Megow
Mrs. Elizabeth Cunningham.

The committee reviewed membership according to (1) length of time left to serve (2) record of attendance and (3) active participation in the work of the Council. Standing committees were reviewed in order to ascertain necessity of those existing and to consider others which might be needed.

The ad hoc committee made several recommendations to be considered by the full council.

1. Exercise the option, allowed for in the By-Laws, of replacing members unable to attend meetings.
2. Establish a membership committee.
3. Increase the number of business, industry and labor representatives on the Council.
4. Extend present membership year through October 31, 1977 due to late start.
5. Fill student membership vacancy immediately. (Former student representative graduated in June).
6. Select potential dates for first Advisory Council meetings for FY 1977-78.

7. Continue standing committees on legislation, needs assessment, public relations and information, and State Plan review.

8. The following agenda items were suggested for the October Council meeting:

   Introduction and General Remarks

   Movie, "WORK IS CHILD'S PLAY"

   Review of Advisory Council Membership and Committee Assignments

   Recommendations for Advisory Council Membership and Committee Assignments

   Review of State Needs Assessment

   Review of Florida State Career Education Plan for 1977-78

   Old Business - New Business - Future Meetings.

9. It was recommended that a State Planning Conference be held immediately following the Council meeting in October at the same location if possible.

The first full Council meeting of the year was convened at the Hyatt Regency, Sarasota, Florida, on Monday, October 24, 1977. (Minutes for that meeting are included in the Appendix, Page 1). Mrs. Rayma Page, Ft. Myers, was elected Council Chairperson and Mr. Joseph McCarty, Vice Chairperson, at the October meeting. Their terms of service began on November 1, 1977.

Mrs. Page appointed Mr. Harmon Eason, Mrs. Peggy Upton, Mr. Robert Megow, and Mr. Joseph McCarty to the Council Membership Committee. Mr. Eason will serve as Chairperson.

The second Advisory Council meeting was held at the Hilton

Hotel in Tallahassee, Florida, on February 13-14. An informal reception for members new to the Council and an Executive Task Force meeting was held on Monday evening, February 13. The major topics of discussion included: (1) legislation and funding for career education (State and Federal), (2) program of work review, (3) appointment of standing and ad hoc committees, (4) lunch with Florida State legislators, and (5) review and revision of the current Florida Position Paper on Career Education. (Minutes for the meeting can be found on page of the Appendix.)

The third Advisory Council meeting was held at the Sarasota Hyatt House in Sarasota, Florida, on April 23-24. A formal orientation for new and prospective Council members was held at 6:30 p.m. on April 23. This was followed by dinner and Ad Hoc Task Force Meeting. The main purpose of this meeting was to hear and update on the goals and objectives for 1977-78, and to work on the Florida State Plan for Career Education for 1978-79. (The minutes for this meeting can be found on page 17 of the Appendix.)

The fourth and final meeting of the Council for fiscal year 1977-78 was held at the Airport Host Hotel in Tampa, Florida, on June 11-12. The major purpose of this meeting was to establish goals and priorities for fiscal year 1978-79. Following reports from standing committees, the Council discussed, (1) EPIC (Educational Progress in Careers), (2) the new American School Board Association film on career education, (3) future role and function of the Council, (4) the status of the revised Florida State Plan for Career Education, (5) the involvement of the

Division of Public Schools in providing technical assistance to career educators at the local level, and (6) future meetings. (Detailed minutes of this meeting can be found on page 23 of the Appendix.)

B. To conduct a statewide survey of student needs assessment designed and field-tested in FY 1976-1977.

Needs assessment instruments and procedures were reviewed to determine cost effectiveness. Three alternatives were presented to the Council and to appropriate Florida Department of Education personnel: (1) Revise the instrument used last year for student use and award contract to Ohio State University again, (2) Develop new RFP for another sub-contractor to provide new instruments and data collection, analysis and reporting procedures to cover needs as seen by students, school personnel, parents, business, industry, labor and professional representatives, (3) Select commercially available instruments for the same populations.

In February, 1978, a decision was made to go with option 2 above, and a new RFP was written. Dr. Robert Dwyer, University of South Florida, Tampa, was awarded the contract. Dr. Dwyer began his work in late March and completed his report in June, 1978. (The complete report is included in the Appendix.)

The purpose of this study was to provide a comprehensive assessment of career education needs in Florida as perceived by parents and community leaders. A secondary purpose was to provide comparative views of the two groups as well as those of those parents of exceptional children, and a tertiary goal was to relate this investigation to the results of two previous studies in order to provide an integrated and balanced view of career education in Florida. This study deliberately did not distinguish between program goals and learner outcomes.

One form of a 41 item survey form was mailed to a stratified random sample of 1100 parents from counties presumed to be representative of the State. An alternate form, differing in language but not meaning, was mailed to 1100 community leaders in the same counties. In addition, 150 parents of exceptional children in Pinellas County were sampled with the parent form of the survey. A total of 668 respondents completed the survey.

The investigation used a modification of the needs assessment model called discrepancy analysis. This model entails four steps: obtaining perceptions of actual attainment of career education outcomes, determining percepts of the relative importance of those outcomes, ascertaining the discrepancies between "what is" and "what ought to be," and establishing priorities based on these discrepancies.

Data from respondents were expressed in proportional terms. The test used to determine statistical significance was McNemar's Z. All 41 items differed significantly with respect to "what is" and "what ought to be," beyond the .001 level of significance. The magnitude of these discrepancies was the basis for determining priorities.

Between group differences and similarities were delineated with descriptive statistics, primarily means, mean differences, and Spearman rank order correlations. The results of this primary investigation were logically and analytically compared with the findings of the Florida Assessment of the Needs in Career Education (FANCE) study and the Education Progress in Careers study.

Based on findings of the study, the following recommendations were presented:

STUDENT NEEDS

1. Increase the emphasis on developing students' affective career competencies, especially in the areas of job responsibility, self-concept, self-knowledge, job flexibility and tolerance.

2. Continue to emphasize the development of students' academic skills, expecially applying basic skills in careers and using information resources.

3. Continue to emphasize the development of students' career and self awareness, especially considering alternatives when making career decisions and viewing career roles independent of sex stereotypes.

PROGRAM NEEDS

4. Increase the infusion of career education concepts and approaches in classrooms, especially its integration into general education subjects.

    (a) Provide more and better units on career skills, such as job hunting, within existing courses.

    (b) Improve the coordination of career education experiences across grade levels.

    (c) Offer more inservice on infusion strategies for educators.

5. Increase the career guidance and counseling offered to students so that all students receive some career counseling.

    (a) Provide special career guidance for students with special needs (e.g., handicapped, minority, bilingual, or disadvantaged) and for students with negative attitudes toward work, school and/or themselves.

    (b) Offer more inservice in career guidance and counseling strategies.

    (c) Improve the interest and aptitude testing program.

C. To conduct a district-by-district assessment of personnel training needs -- utilizing an instrument developed in 1976-77.

Time and resources made the accomplishment of this goal all but impossible. However, data from a study done in Pinellas County in April, 1978, did provide some meaningful information. Over 300 teachers (327) were randomly selected to represent the total teaching staff of the District -- and instruments were sent to them by mail. Responses were received from 258. The same instrument was given to 49 supervisors, administrators, counselors, and teacher educators. In this instance, sample sizes were too small to provide usable data. However, in just eyeballing the data, no great differences seemed to be discernible between any of the groups. Responses most frequently given by all groups were either "NI" or "S" -- some few teachers judged themselves to be almost totally unprepared to deal with career education in their classrooms.

Numerical values of U=1, NI=2, S-3, and E-4, were assigned to scores, and the values averaged across the total number of respondents, without regard for position. The results can be found on page 28 of the Appendix.

D. Assess the Career Education needs of the business, labor, industry, professional and government community.

Data from "community leaders" were collected as part of the 1977-78 needs assessment. As was stated in the previous section, analysis and comparison of the data with the FANCE and EPIC studies, did not reveal any seemingly important differences between populations surveyed -- with one striking exception -- economic awareness and the free enterprise system. Consistently, "community leaders" saw this as more important than did their counterparts in education. Basically, the news identified by career educators in the 1976-77 study, were validated by the study done in 1977-78.

E. To continue a national search for Career Education strategies, learning materials, personnel and programs that have demonstrated efficacy.

Appropriate ERIC searches for career related documents were ordered and received. Detailed information is regularly furnished to all individuals making requests through FERIC and through the State Career Education Coordinator's office in Tallahassee. The Career Education Buyer's Guide for Commercial Materials K-12 was revised, but not printed. Members of the Career Education Advisory Council recommended against this procedure. It was felt that the expense of printing would not be justified. Instead, commercial publishers of materials were sent names and addresses of LEA career education coordinators and requested to send them up-to-date catalogs on a regular basis. Commercial publishers continue to exhibit materials at regularly scheduled career education conferences.

The State Coordinator of Career Education continues to review, evaluate, and inform career education personnel in LEAs concerning new commercial and noncommercial career education materials.

Human resource development relating to career education in Florida has been ongoing since the early 1970s, and has resulted in a cadre of outstanding individuals at all educational levels (elementary, middle/junior high, senior high, postsecondary, adult, and university). In addition to those individuals in educational settings, a large number of business and professional people have also become accomplished career education consultants. During 1977-78 all 67 school districts in Florida were requested to identify those individuals in their regions having particular competencies in the career education field. A Guide to Career Education Resource Persons in Florida is currently under development. This directory will include national, regional, state, university, and local career education practitioners recommended by peers and/or supervisors for outstanding contributions to programs at their educational level or in their subject area. (See samples of nominations in the Appendix.)

Each of the five regional state offices now have a library of career education materials. LEA staff served by these regional offices are encouraged to borrow and field-test these materials in their own schools.

Regularly published newsletters and magazines contain reviews of new materials. These monthly publications makes it possible to share information statewide between conferences and other formal meetings.

F. To maintain and improve communication vehicles among career education leadership statewide.

Although the initial purpose of this objective was to organize and hold quarterly meetings between career education personnel from local districts and key department of education personnel, the meetings have, in some instances been held much more frequently and in other areas of the state, less frequently. However, information is exchanged with every district at least on a quarterly basis.

A statewide workshop for all career education coordinators and other interested district personnel was held in October and again in the spring. Seventeen one-day regional meetings were held during 1977-78.

G. To implement and revise, as necessary, the Florida State Plan for Career Education developed in FY 1976-77.

The Florida State Plan for Career Education was published and disseminated to all LEAs in the state and to all State Coordinators of career education in other states across the nation. The plan was first disseminated in October, 1977 -- following approval of the Florida Career Education Advisory Council at their regular meeting on October 24.

The plan document was also distributed and reviewed by all district Career Education Coordinators either at the planning conference in Sarasota or at regional meetings. Both groups were urged to read the plan carefully and suggest changes. Suggested changes were accumulated and given to a special Task Force appointed by the Commissioner of Education to review and revise the plan for FY 1978-79.

The Commissioner's Task Force met in Orlando in May, 1978, to make final adjustments to the plan being recommended for the five year period 1979-1983. The work of the Task Force culminated in the assignment of final writing to Mrs. Olive Thomas, Career Education Coordinator from Brevard County. Mrs. Thomas became the State Coordinator on July 1, 1978.

The final revision of the plan was reviewed by the Executive Task Force of the Council, appropriate department of education personnel, and a Task Force of LEA representatives before the final draft was prepared for printing. The new plan will be disseminated at regional conferences held by the State Coordinator during 1978-79.

OBJECTIVES

In addition to the seven major goals stated in the proposal, twenty-one objectives were identified as being pertinent to accomplishment of the goals.

OBJECTIVES #1: Revise the current, Career Education in Florida, position paper.

Activities: A Council Task Force was appointed to review the document and recommend changes as needed. The Task Force was chaired by Mrs. Andrea Barrett.

The position paper was reviewed by local career education coordinators, teachers, counselors, school administrators, and occupational specialists. Suggestions made by all groups were carefully noted for subsequent review by the Commissioner and his staff. Relatively few significant changes were made. Some wording was changed to clarify meaning and to remove statements considered to reflect sex bias.

The revision was submitted to Dr. Margaret Ferqueron, for printing and dissemination, during 1978-79.

OBJECTIVE #2: Send a memo to to each District Superintendent, community college and university President, emphasizing the importance of the career education concept and its infusion into existing curricula and programs.

Activities: Up-to-date lists of superintendents, community college and university presidents were compiled and address labels printed. Items to be included with the memo from the Commissioner were to be
(1) a copy of the revised position paper,
(2) a copy of the CEIA of 1977, and
(3) an executive summary of the needs assessment.

Since the revised position paper was to be the major item in this packet of information to educational administrators, and that could not be prepared and printed, a decision was made to defer this objective until 1978-79.

OBJECTIVE #3: Remake video tape for educational TV depicting the Commissioner discussing career education and its relevance to current curricula.

Activities: Dr. Ferqueron contacted Dr. Jessie Burt and requested a taping schedule. Approximately 50 tapes were to be made. At the same time, 30 and 60 second spots were to be made and delivered to all commercial stations for use as public service announcements.

The Commissioner's schedule prohibited the accomplishment of this objective during 1978-79.

OBJECTIVE #4: Have a career education conference for district superintendents, assistant superintendents for curriculum and instruction and appropriate community college and university personnel.

Activities: Dr. Ferqueron requested that the Commissioner schedule such a conference during the spring of 1978. Due to both time and financial constraints, this objective was finally set aside by the Advisory Council with the recommendation that we try for a "Governor's Conference on Career Education" in 1979.

OBJECTIVE #5: Submit articles on Career Education to each major educational publication produced in, by, and for educators in Florida.

Activities: This objective hit a serious snag early in the year. We found that there had never been an official list of state publications. Dr. Robert Hancock was assigned to research this and to come up with a list of all publications that carry the State Seal.

Career education coordinators in the LEAs were asked to write articles themselves or to identify someone in their district that would be able to do this. Several articles of varying length, dealing with a variety of ideas and concepts were published during the year. The majority of articles appeared in two very supportive journals, the Student Services Newsletter and the Florida Vocational Journal. (Samples are included in the Appendix.)

OBJECTIVE #6: Encourage local school districts to implement a planning procedure which involves cooperation between career education and all other subject matter areas.

Activities: LEA coordinators with positive experiences in this respect were invited to share their successes with others at both state and regional conferences.

Presentations were made at both state conferences and at 5 regional meetings. This provided representation from 7 different districts and was evaluated very positively by all participants.

The best programs will be encouraged to submit their plans for ultimate review by other discipline areas at meetings in 1978-79.

OBJECTIVE #7: Recommend that each school district, community college and university have a career education contact person appointed by the appropriate authority.

Activities: A contact person for each school district was obtained, printed and disseminated statewide.

Community college and university appointments were requested through appropriate channels, but the response was rather disappointing. The major state institutions responded; however, participation by both private and community colleges was almost nil.

The Advisory Council recommended that this objective be re-emphasized in 1978-79 and efforts redirected in an effort to involve community and junior colleges in the career education movement.

OBJECTIVE #8: Recommend that each Division Director appoint a Division Coordinator for career education.

Activities: The Division of Vocational-Technical and Adult Education, Division of Pupil Personnel Services, Division of Community Colleges, Division of Public Schools, and the Board of Regents selected and appointed division coordinators.

VT Vo-Tech - Margaret Ferqueron
Adult - Shirly Hawkins
Community College - Stafford Thompson
Public Schools - John Patrick
University - Scott Daley

OBJECTIVE #9: Require each Division Director to appoint Regional Career Education Consultants to assist and serve with the Divisional representatives on the Advisory Council.

Activities: The VTAE Division and the Pupil Services Division have appointed regional staff for career education. The Division of public schools, community colleges and universities were unable to do so - they will attempt to accomplish this during 1979.

OBJECTIVE #10: Seek State Legislative support for Career Education.

Activities: A legislative task force was organized by the Advisory Council. Mr. Robert Megow is chairperson and will be assisted by Mr. Wayne Leroy, Executive Director of

FVA. They are both registered lobbyists.

A luncheon with legislators was planned and held in conjunction with the February 14th Advisory Council meeting in Tallahassee.

Legislators were surveyed concerning their personal feelings about legislation which would make career education a mandate. The majority of those responding, failed to support the idea. During the 1978 legislative session, they did, however, vote additional monies for the Student Services Act -- which supports career education in Florida.

OBJECTIVE #11: Keep all local districts informed concerning matters relating to the impact of pending Federal legislation on career education in Florida.

Activities: Copies of HR 7 and SB 1328 were sent to all local career education coordinators and other interested practitioners. They were also encouraged to contact appropriate Representatives and Senators in Washington.

As soon as the printed bill was available, copies of the Career Education Incentive Act of 1977 were sent to the same group. Copies of the Rules and Regulations were disseminated during the Spring of 1978.

The State Planning Conference in April provided up-to-date information on Federal Career Education funding and the potential impact on career education in Florida, and one session of the conference was devoted to information on the CEIA, the rules and regulations, State legislative support and funding being considered in Florida.

OBJECTIVE #12: Seek the support of local school boards, parent organizations, and teachers for career education.

Activities: During the State Planning Conference, participants meeting in regional groups, discussed methods for accomplishing this objective. Efforts and results were reported in the Spring of 1978. Smaller districts reported more successess than larger districts.

Large districts reported more problems in communicating career education concepts to teachers and parents. Both small and large districts seemed to be able to get top-level support. Busing students away from neighborhood schools seemed also to have a negative effect on support for career education.

The Advisory Council, in reviewing this objective for 1978-79, agreed to give this greater emphasis during the upcoming year.

OBJECTIVE #13: Encourage local districts, community colleges and universities to develop career education concept papers which reflect State, local and institutional priorities.

Activities: This topic was discussed at the February 14th meeting of the Advisory Council. Participants representing the groups mentioned above were charged with responsibility for pursuing this objective.

Sample concepts were developed and disseminated to these various groups. At the April meeting of the Advisory Council, representatives of groups reported little progress, and requested more time. By June, 1978, five local districts reported having career education concept papers. However, 48 of Florida's 67 school districts reported having Board approved educational goals dealing with career education concepts.

OBJECTIVE #14: Encourage local districts, community colleges and universities to develop five-year plans for implementation of Career Education 1978-1983.

Activities: This topic was also discussed at the February 14th Advisory Council meeting. District participants in attendance met in a small group session to consider methods for accomplishing this objective in 1978.

Community colleges and universities felt that they could not, realistically, accomplish this objective at this time. They pointed to the stark absence of Federal funding for implementation of career education concepts at the post secondary level.

OBJECTIVE #15: Examine career education concepts as they relate to the new Florida functional literacy tests to be given in grades 3, 5, 8, and 11.

Activities: Functional literacy test results were too skimpy and much too controversial an issue to be dealt with in relationship to career education concepts at this point in time. The Advisory Council recommended that this not be dealt with until the testing program meets with greater acceptance. It was felt that any such move at this time would do more to hurt career education than it would to help the movement.

OBJECTIVE #16: Hold regional workshops to increase awareness and orientation to career education concepts as they relate to all disciplines.

Activities: The accomplishment of this objective was almost totally dependent upon the assistance and cooperation of the Division of Public Schools. Mr. John Patrick, Division Director, was unable to offer this opportunity during 1978. Inadequate staff, time and money constraints were among the reasons given. Mr. Patrick urged career education practitioners to continue working through the disciplines at the local level and expressed hope that we would be able to work with his staff in future years.

OBJECTIVE #17: Plan programs and presentations which will impact all of Florida's professional education organizations.

Activities: Career education practitioners having strong, well organized programs were surveyed to determine the State professional organizations in which they held membership.

Organizations were matched respondents, and each of these individuals were asked to contact their professional organization and request a slot on their State conference program during 1978-79.

Presentations were given 17 such meetings in 1977-78.

OBJECTIVE #18: Hold career education work sessions for Florida Department of Education personnel.

Activities: A needs assessment was conducted, program content identified, and presenters contacted. The work sessions were never scheduled due to time constraints. FDOE personnel were deeply involved in management and sex role stereotyping work sessions during 1977-78.

These sessions took priority over the career education work sessions.

The Advisory Council strongly recommended that this objective be emphasized during 1978-79.

OBJECTIVE #19: Seek further, more meaningful involvement with business, labor, industry, civic and professional organizations in the evaluation of career education at all levels.

Activities: Plans were made to implement the EPIC/FCEE Evaluation Committees in more Florida school districts. Both state and private funding sources were explored. All expressed interest in the effort, but funds were not available in sufficient amounts to make the effort worthwhile.

The Advisory Council recommended approaching business people at the district level and requesting that they underwrite the cost for their local system. This was accomplished in 5 districts, and has been exceptionally successful in 4.

OBJECTIVE #20: Examine options for the evaluation of career education planning and implementation procedures -- and student outcomes.

Activities: LEA career education coordinators accepted responsibility for this task. They were to study and ferret out reasons for the relative success of career education in different districts. This was discussed at the State conference in April. The report seemed to indicate that the following were success factors:

1. The percentage of teachers having had inservice in career education. The higher the percentage, the greater the success.

2. The level of community and business involvement.

3. The availability of career education contact persons in individual schools. (usually counselors, occupational specialists or curriculum coordinators).

4. Administrative support at the building and the district level - and

5. Parent involvement and support.

An extensive review of the literature relating to evaluation was done and a collection of data gathering instruments and career education tests was assembled for review.

Utilizing needs assessment data from FANCE and EPIC, plans were made to identify student outcomes in career education and to attempt a match with either new or existing instruments.

OBJECTIVE #21: Encourage the Commissioner to request that state monies provided for career education at the district level be utilized for that purpose - to the exclusion of other programs.

Activities: This was an agenda item for the February 14th Advisory Council meeting. The Commissioner was present and addressed the issue. The Commissioner held this objective to be politically unsound at this point. Superintendents and local school boards are presently fighting very hard for more local control of school funds.

The Advisory Council recommended that the objective be dropped and perhaps re-examined in 1980.

OBJECTIVE #22: Assess the current (1977-78) operational level of career education in Florida's 67 school districts.

Activities: Fifty-six districts (of 67) supplied this information during 1977-78. The operational level of career education in those reporting districts varied from 0% to 85%. The state average, based on these figures, appears to be about 63%. The reader should note that these are very subjective figures - based on "feelings" rather than hard data.

EVALUATION

Advisory Council: In order to more effectively evaluate the efficacy of the Advisory Council, the following suggestions were made early in the year: (1) Have individual members evaluate all meetings and activities; (2) Seek the services of a qualified organizational development consultant to assist in the evaluation activities; and (3) Measure the effectiveness of the Advisory Council against its ability to accomplish established goals and objectives.

Item number two above was dropped because of the cost involved and a decision was made to use items one and three. The first meeting to use an official evaluation form was held on February 14, 1978. This procedure was used at the end of each Advisory Council session (including Ad Hoc Task Force meetings). Feedback from each session was analyzed and used in the planning of future meetings.

Twice during the year (February and June) - a portion of the regular Advisory Council meeting was used to evaluate success toward the achievement of our stated goals and objectives. Local career education practitioners provided input into this process through their own regional meetings and through sessions held during both Fall and Spring Planning Conferences. A "report card" on Accomplishment of Established Goals and Objectives is included in the body of this report. Please see pages 28-59. This assessment of accomplishments indicates the degree of success of the project and also points to those problem areas which will be addressed during final year 1978-79.

Needs Assessment: An attempt was made to validate needs assessment data collected during FY 1976-77 from career education practitioners by comparing the needs identified in FANCE against needs as stated by students in the EPIC study. Although the EPIC survey was not specifically designed to measure student's needs - the data proved to be relevant and useful. The EPIC data pointed out that students had slightly different perceptions of need than did career education practitioners. Practitioners tended to think that students had more access to career information than did students. Practitioners also thought that students had more access to employability skills than did students.

In early 1978, these adjustments were made to existing career education priorities, and incorporated into the data included in the RFP being prepared for the needs assessment to be conducted with parents and community leaders. This final assessment was done in the spring of 1978, and resulted in other adjustments to priorities; however, those changes were not significant when viewed as a whole. Parents and community leaders validated what career education practitioners reported -- but there was still considerable variance between all groups of adults and the student responses. This data was not given serious consideration since it was not the result of a formal student needs assessment. These differing results were reported to local practitioners and a recommendation made that each district attempt to seek further clarification with small groups of students.

In Pinellas, Orange and Broward counties, EBCE students were surveyed in an attempt to validate results of EPIC. All three districts reported that students confirmed the EPIC results. This study resulted in the emphasis of career resource centers, career information systems, and additional career counseling.

Resource Identification: Tabulations of requests for resources from the five regional offices, ERIC-FERIC, were kept and the number of requests for materials in 1977-78 was compared with those of previous years in order to determine the degree of use. A survey instrument was sent out in April, 1978, to local career education practitioners to determine the need for further assistance from the State in identification of resources.

Tabulations taken in 1977-78 were found to be short of those taken during previous years - indicating that local career education directors were not taking advantage of regional center materials. The Advisory Council recommended that no additional funds be spent on materials for regional centers. The survey instrument was administered during the State Conference held in April, 1978. Results indicated that local practitioners appreciated having the State Coordinator review and recommend commercial and noncommercial materials through various publications. This was continued through the newsletter and the Florida Vocational Journal. See samples in the Appendix.

SHORT AND LONG RANGE OBJECTIVES

Short and long range objectives were given consideration at each meeting of the Advisory Council. Formal evaluation and reordering of priorities was considered at the June, 1978 Advisory Council meeting in Tampa. Basically, the same goals and objectives were retained for FY 1978-79; however, it was strongly recommended that all objectives dealing with public relations and public information be emphasized. A special ad hoc task force was appointed to assure attainment of these objectives. Those objectives identified as most important are as follows:

1. Print the revised Career Education in Florida, position papers,
2. Make video tapes of Commissioner and TV spots on career education.
3. Involve all high level administrators and Board members in a State Conference with the Governor and the Commissioner.
4. Involve the Division of Public Schools staff in career education and hold workshops to provide them with the concepts.
5. Further involve community colleges, universities and private schools in the career education movement,
6. Continue to encourage the Florida Legislature to pass legislation supporting career education.
7. Support the development of a career education resource center in every secondary school in the State,
8. Explore career education (especially EBCE) in the light of new alternative education funding.
9. Continue to develop the role of the occupational and placement specialist in career education.
10. Encourage a return to the use of career interest surveys statewide.

DISSEMINATION STRATEGIES AND ACTIVITIES

The Florida State System for Diffusion and Dissemination has been in operation for over five years. It is considered one of the best in the nation and is directly supervised by the State Coordinator of Career Education. A formal evaluation of this component was not conducted. However, it is appropriate to report on a major effort which was conducted by the Diffusion and Dissemination Center furing 1977-78.

The Florida Employability Skills program, which was developed, field-tested and published by the FDOE, was put through the diffusion and dissemination process this year.* By the end of June, 1978, these very valuable career related materials will have been disseminated to the following:

1. All appropriate State Department of Education personnel
2. All appropriate Regional Department of Education personnel
3. All local directors of career education
4. All local directors of student services
5. All local directors of vocational education
6. All local high schools
7. All local middle/junior high schools.

*Dissemination includes providing inservice for use of the materials to all of the groups involved and listed above.

Outside the regular state dissemination system, the major strategy used was through our regular Advisory Council meetings, State Planning Conferences and Regional Career Education meetings.

Six major items were disseminated during the past year:

A. The Provisional State Plan for Career Education in Florida to:
    1. All appropriate Florida Department of Education personnel
    2. All Advisory Council members
    3. All local career education coordinators
    4. All local superintendents
    5. All state career education coordinators (Outside Florida)

B. The Florida State Needs Assessment for Career Education to:
    1. All appropriate Florida Department of Education personnel
    2. All advisory Council Members
    3. All local school districts
    4. Community college coordinators
    5. University coordinators

C. Copies of HR-7, SB 1328 and the Career Education Incentive Act of 1977 to:
    1. All appropriate Florida Department of Education personnel
    2. All Advisory Council members
    3. All local school districts
    4. Community college coordinators
    5. University coordinators

D. The Florida Directory of Human Resources in Career Education

1. All appropriate Florida Department of Education personnel
2. All Advisory Council members
3. All local school districts
4. Community college coordinators
5. University coordinators
6. Private elementary and secondary schools

E. A Directory of Locally Developed Career Education Materials

Not Completed

F. The Second Florida State Needs Assessment for Career Education to:

1. All appropriate Florida Department of Education personnel
2. All Advisory Council members
3. All local school districts
4. Community college coordinators
5. University Coordinators.

Dissemination efforts are ongoing with direct mailouts from the State Coordinator of Career Education to LEA Coordinators being handled on a weekly basis. The employability skills program dissemination has been completed, with the only remaining activity to be the dissemination of the finalized State Plan for Career Education 1979-1983. This document will be distributed, after final approval by the State Board of Public Instruction. The document should be available for the Fall Career Education Conference in October, 1978.

ANTICIPATED CHANGES AND/OR PROBLEMS

The constraints of both staff time and operational funds ultimately forced some objectives to be dropped or delayed. The Advisory Council, when it was deemed appropriate, recommended approval of these changes. In general, objectives were not dropped, but some were reworded with change in emphasis and recommended for a subsequent year.

Nearly all of the problems associated with the accomplishment of the stated goals and objectives had to do with the following issues: (1) a part-time Associate State Coordinator having major responsibilities in a LEA; (2) the location of the Associate State Coordinator in Pinellas County rather than Tallahassee, (3) delay in writing the State Plan for the 1976-77 project until Fall 1977 (this placed undue responsibility on the persons responsible for the development of the plan in 1977-78), (4) inadequate funding, and (5) lack of assistance and cooperation from the Division of Public Schools.

The Advisory Council went through some major overhauls during the early part of the year. New members had to be oriented and a new chairperson appointed. The Council was not fully functional until October, 1977. This delay caused some problems. However, the project was indeed fortunate to have, in the final analysis, an active and effective Council.

SPECIALIZED ACTIVITIES

Each LEA in Florida has designated a school official with specific responsibility for reducing race and sex stereotyping in career choice. These individuals were invited to attend the Spring Career Education Conference where one session was devoted to "The Function of Career Education in the Reduction of Race and Sex Stereotyping." Following this conference, the Advisory Council recommended that this activity be emphasized more in future meetings. Mr. Robert Megow, Advisory Council member from Orange County, explained to the Council that his district was submitting a proposal to further develop and field-test the Orange County program relating to this subject. If such a project is funded, they would make this available to the total state when completed.

During the month of May, the Commissioner appointed an ad hoc task force to undertake the task of studying all recommended changes to the Provisional State Plan for Career Education as printed in September, 1977. They were charged with the responsibility for not only making the changes recommended by all groups having made suggestions and provided input, but also were to determine the final format and design to be submitted to the State Board of Public Instruction and ultimately to the USOE/OCE.

Representatives of the State Planning Project attended a meeting of State Coordinators in Phoenix, Arizona in April. This meeting was conducted by USOE/OCE staff member, Grace Watson, and provided detailed information relative to the Career Education Incentive Act of 1977 and the Rules and Regulations.

MANAGEMENT PLAN - FY 1977-78

GOAL #1 To maintain and utilize the established advisory group to assist in the development and necessary revisions of the Florida State Plan for Career Education.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Review advisory council membership and all standing committee assignments.	M. Ferqueron M. Hunt J. Datres	Responsible. Assist. Advise.	8-1-77	10-1-77	Completed 8-31-77
Select and appoint new members as necessary.	Same as above	Same as above	Ongoing		Completed for 1978-79
Change committee assignments as necessary	Same as above		Ongoing		"
Advise Council membership concerning results of the 1976-77 Needs Assessment	M. Ferqueron M. Hunt	Responsible Assist.	8-1-77	10-1-77	Completed 10-24-77
Review preliminary draft of Florida State Plan for Career Education 1978-83	M. Ferqueron M. Hunt	Responsible Assist.	8-1-77	10-1-77	Completed 10-24-77
Assign Committee members to review and suggest revisions for the current, Career Education in Florida, position paper.	Chairperson M. Hunt	Responsible Assist.	10-1-77	1-30-78	Completed 10-24-77
Encourage members of the advisory council to write short papers on career education, from their own point of view, to be published in the career education newsletters.	M. Hunt	Responsible	10-1-77	6-30-78	Unable to achieve task Reassigned to 1978-79

MANAGEMENT PLAN

GOAL #1 Continued

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Assist the Division of Community Colleges and the Division of Universities in the selection and organization of sub-advisory councils for career education.	Chairperson CC Representative Univ. Rep. M. Ferqueron M. Hunt	Responsible. Responsible Responsible. Facilitate. Assist.	10-1-77	6-30-78	Completed 6-12-78
Assign committee members to seek support for State legislation for career education which will compliment Federal legislation.	Chairperson Committee Members	Responsible. Assist.	10-1-77	5-31-78	Ongoing
Review student needs assessment instruments and procedures.	M. Hunt Council Members M. Ferqueron	Responsible. Advisory. Facilitate.	1-30-78	6-30-78	Completed 4-24-78
Assign committee members to study ways in which state dollars, allocated under the Student Support Services Act, have or have not been used for Career Education by local districts.	Chairperson Committee Members M. Ferqueron M. Hunt	Responsible. Assist. Facilitate. Assist.	10-1-77	2-1-78	Completed 10-24-78
Assign committee members to review and revise the Florida State Plan for Career Education 1978-83. (Including goals and objectives).	Chairperson M. Hunt M. Ferqueron	Responsible. Assist. Facilitate.	10-1-77	4-30-78	Completed 5-24-78

MANAGEMENT PLAN

GOAL #1 Continued

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	 End	Status
Recommend revised plan to Commissioner.	M. Ferqueron M. Hunt Chairperson	Responsible. Assist. Advise.	6-30-78	8-31-78	Completed 9-30-78
Assign committee members to seek further, more meaningful involvement (commitment) from business, industry, labor, civic and professional organizations in the career education movement.	Chairperson M. Hunt	Responsible. Assist.	10-1-77	6-30-78	Ongoing

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MANAGEMENT PLAN

GOAL #2 To conduct the statewide survey of student needs assessment designed and field-tested in FY 1976-77.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Review needs assessment procedures and instruments -- based on field-test data. Determine cost effectiveness.	M. Ferqueron M. Hunt Advisory Council	Responsible. Assist. Advise.	9-1-77	10-30-77	Completed 2-20-78
Solicit and examine alternatives and submit alternatives to Florida Department of Education Personnel and the Career Education Advisory Council.	M. Ferqueron M. Hunt Advisory Council	Responsible. Assist. Advise.	8-15-77	1-15-78	Completed 3-1-78
Using the alternative selected, develop RFP for sub-contractor to perform services.	M. Ferqueron M. Hunt	Responsible. Assist.	2-1-78	2-28-78	Completed 3-15-78
Select contractor and award contract.	M. Hunt	Responsible.	3-15-78	3-30-78	Completed 3-25-78
Implement statewide survey, collect, analyze and report data.	M. Hunt. M. Ferqueron	Responsible. Facilitate.	4-15-78	4-30-78	Completed 4-15-78
Utilize results to review and revise the State Plan for Career Education.	M. Hunt	Responsible.	5-15-78	6-30-78	Completed 9-30-78

MANAGEMENT PLAN

GOAL #3 To conduct a district-by-district assessment of personnel training needs utilizing an instrument developed in 1976-77

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Revise instrument based on data from initial field-test.	M. Hunt	Responsible.	9-15-77	10-1-77	Completed 9-30-77
Duplicate instrument.	M. Hunt	Responsible.	10-15-77	11-15-77	Completed 10-15-77
Determine sampling procedures. Select sample	M. Ferqueron M. Hunt	Responsible. Assist.	10-15-77	11-15-77	Completed 10-15-77
Mail instruments	M. Ferqueron	Responsible.	11-15-77	11-30-77	Completed 10-20-77
Collect, reduce, analyze data and report results.	M. Hunt	Responsible.	1-30-78	4-30-78	Completed 2-28-78
Use results in the review and revisions of the Florida State Plan for Career Education 1978-83.	M. Hunt M. Ferqueron Council Members	Responsible. Assist. Advise.	4-30-78	6-30-78	Completed 9-30-78

MANAGEMENT PLAN

GOAL #4 To continue a state and national search for career education strategies, learning materials, personnel and programs that have demonstrated efficacy.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Make available appropriate Bibliographies of Documents and Journal Articles on Career Education from ERIC.	M. Hunt	Responsible.	8-1-77	6-30-78	Ongoing
Develop and disseminate a "Buyer's Guide" for career education commercial materials K-12.	M. Hunt	Responsible.	8-1-77	6-30-78	Completed 4-30-78
Develop and disseminate a directory of career education resource personnel - including national, regional, state, university, and local career education practitioners -- having the ability to provide services required to plan, implement, or evaluate career education.	M. Hunt M. Ferqueron Advisory Council	Responsible.	8-1-77	6-30-78	Completed 4-30-78
Organize a library of career education materials in the 5 regional State offices. Update with good commercial materials, as funds are available.	M. Hunt M. Ferqueron Advisory Council	Responsible. Facilitate Advise	Ongoing	6-30-78	Completed 6-30-78
Review and recommend new career education materials - through the Career Education newsletter and other communique.	M. Hunt M. Ferqueron	Responsible. Assist.	Ongoing	6-30-78	Ongoing

MANAGEMENT PLAN

GOAL #4 - Continued

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Encourage each district, community college and university to develop its own cadre of human resources for career education.	M. Hunt M. Ferqueron Advisory Council	Responsible. Assist. Advise.	10-24-77	6-30-78	Completed 4-30-78
Begin development of a directory of business, industry, labor, civic, and professional organizations in the State - willing to provide resources to assist in the implementation of career education.	M. Hunt M. Ferqueron Advisory Council Local Directors Regional Consultants	Responsible. Facilitate. Advise. Assist. Assist.	8-1-77	6-30-78	Completed in 7 school districts on pilot basis.
Provide commercial exhibits of career education and career development materials at Statewide Career Education Spring Conference.	M. Ferqueron M. Hunt	Responsible. Assist.	2-1-78	5-30-78	Completed 4-30-78

MANAGEMENT PLAN

GOAL #5 To continue to identify and cultivate the support of key business, labor, parent and legislative leaders.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Encourage more local districts to adopt/adapt the EPIC- FCEE Career and Economic Education Evaluation Committee concept.	M. Ferqueron M. Hunt EPIC/FCEE Advisory Board Advisory Council	Responsible. Assist. Facilitate. Advise.	9-15-77	6-30-78	Unable to complete - lack of funds.
Encourage Florida State Parent Teacher Association to endorse career education and prepare a position paper.	M. Hunt M. Ferqueron Advisory Council	Responsible. Facilitate. Advise	11-1-77	6-30-78	Reassigned to 1978-79
Encourage labor organizations to endorse career education and prepare an official position paper.	M. Hunt M. Ferqueron Advisory Council	Responsible. Facilitate. Advise.	11-1-77	6-30-78	"
Encourage legislative support for career education at the State level.	M. Ferqueron M. Hunt Advisory Council	Responsible. Assist. Advise.	10-15-77	5-30-78	Ongoing
Encourage legislative support for career education at the Federal level.	M. Hunt M. Ferqueron Advisory Council	Responsible. Assist. Advise.	7-15-77	6-30-78	Ongoing

MANAGEMENT PLAN

GOAL #6 To maintain and improve established communication vehicles among career education leadership statewide.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Organize quarterly regional meetings between career education personnel from local districts and key department of education personnel.	M. Hunt M. Ferqueron CE Consultants	Responsible. Facilitate. Organize.	7-15-77	6-15-78	Completed 5-30-78
Arrange statewide workshops - fall and spring - for local career education practitioners to interact and exchange ideas with state, community college and university personnel.	M. Ferqueron	Responsible.	9-1-77	5-30-78	Reassigned to 1978-79
Publish a career education newsletter and other appropriate communiques at regular intervals.	M. Hunt	Responsible.	9-15-77	6-15-78	Insufficient Funds
Establish a communications network to assist the State Coordinator in spreading important information rapidly.	M. Hunt M. Ferqueron	Responsible. Facilitate.	11-1-77	11-30-77	Completed 10-24-78
Organize career education leadership to impact other educational organizations. a. Co-sponsor workshops and conferences. b. Exchange programs on workshop and conference agendas. c. Seek assistance in telling the career education story.	M. Ferqueron M. Hunt Advisory Council	Responsible. Assist. Advise.	9-1-77	6-30-78	Reassigned to 1978-79

MANAGEMENT PLAN

GOAL #7 - To implement and revise, as necessary, the Florida State Plan for Career Education developed in FY 1976-77.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Appoint an Advisory Council Task Force to review and suggest revisions as deemed necessary.	Chairperson M. Hunt M. Ferqueron	Responsible. Assist. Facilitate.	10-24-77	6-15-78	Completed 6-12-78
Work with State and District Coordinators to review and suggest revisions as deemed necessary.	M. Ferqueron M. Hunt	Facilitate. Assist.	10-27-77	6-15-78	Completed 6-30-78
Review Career Education Plans prepared by the Division of Public Schools, Vocational Education, Community Colleges and Universities.	Chairperson Division Consultant on A.C. M. Ferquergon M. Hunt	Responsible. Responsible. Facilitate. Assist.	2-15-77	6-15-78	Reassigned to 1978-79
Organize writing teams to review and revise sections of the State Plan as necessary.	M. Hunt M. Ferqueron	Responsible. Facilitate.	2-15-77	6-15-78	Completed 5-30-78

MANAGEMENT PLAN

OBJECTIVE #1 - Revise the current, CAREER EDUCATION IN FLORIDA, position paper.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Career Education Advisory Council will appoint a task force to make recommended changes.	AC Chairperson M. Ferqueron M. Hunt	Responsible. Facilitate. Assist.	10-77	1-78	Completed 1978
DOE personnel will appoint a task force of local directors to review the position paper and make recommendations.	M. Ferqueron M. Hunt	Responsible. Facilitate.	10-77	1-78	Completed 1978
DOE personnel will review the position paper and make recommendations.	M. Ferqueron	Responsible.	10-77	1-78	Completed 1978
A task force of teachers, counselors and occupational specialist will review the position paper and make recommendations.	M. Hunt	Responsible.	10-77	1-78	Completed 1978
The Commissioner's staff will review the revised document, make final changes and authorize printing and dissemination.	M. Ferqueron M. Hunt	Responsible. Assist.	11-77	1-78	Reassigned to 1978-79 pending new federal legislation (Public law #95-207)
The new position paper will be printed and disseminated	M. Ferqueron	Responsible.	2-78	6-78	

MANAGEMENT PLAN

OBJECTIVE #2 - Send a memo to each District Superintendent, community college and university president emphasizing the importance of the career education concept and its infusion into existing curricula and programs.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Compile up-to-date list of Superintendents.	M. Hunt	Responsible.	9-77	10-77	Completed
Compile up-to-date list of community college presidents.	M. Hunt	Responsible.	10-77	11-77	Completed
Compile up-to-date list of university and college presidents.	M. Hunt	Responsible.	10-77	11-77	Completed
Draft 3 different letters for Commissioner to send to the above.	M. Ferqueron	Responsible.	11-77	11-77	Objective reassigned to 1978-79
Determine items, if any, which should be sent with the letter.	M. Ferqueron M. Hunt	Responsible. Assist.	11-77	12-77	"
Mail letters.			1-78	1-78	"

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MANAGEMENT PLAN

OBJECTIVE #3 -- Remake video tape for educational TV consumption which depicts the Commissioner discussing career education and its relevance to current curricula.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Contact Commissioner, to set up taping schedule.	M. Ferqueron Advisory Committee	Responsible. Advise	11-77	11-77	(Reassigned to 1978-79 - inadequate funds)
Determine number of tapes needed and make arrangements for reproduction and dissemination.	M. Ferqueron	Responsible.	12-77	1-78	
Contact commercial TV stations and ask them to do spots on career education.	M. Hunt	Responsible.	1-78	6-78	

MANAGEMENT PLAN

OBJECTIVE #4 - Host a career education conference for District Superintendents and Assistant Superintendents for curriculum and appropriate community college and university personnel.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Contact Commissioner for date and place.	M. Ferqueron Advisory Council	Responsible. Advise.	12-77	12-77	(Reassigned to 1979 because of Nov. 1978 elections - Governor & Commissioner)
Organize and hold conference.	M. Hunt M. Ferqueron Advisory Council	Responsible. Facilitate. Advise.	1-78	4-78	
Evaluate Conference.	M. Hunt	Responsible.			
Print Proceedings.	M. Ferqueron M. Hunt	Responsible. Facilitate.	5-78	6-78	

MANAGEMENT PLAN

OBJECTIVE #5 - Submit articles on career education to each major educational publication produced in, by and for educators in Florida.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Compile list of publications.	M. Ferqueron M. Hunt	Responsible. Assist.	11-77	11-77	List being compiled for 1979
Contact editors.	M. Ferqueron.	Responsible.	11-77	11-77	
Given space available, and career education subjects of interest, contact potential authors.	M. Ferqueron M. Hunt	Responsible. Facilitate	12-77	1-78	
Assist with writing and proof-reading, if requested.	M. Ferqueron M. Hunt	Assist. Assist.	1-78	6-78	
Clip articles for files and reports.	M. Hunt M. Ferqueron	Assist. Assist.	2-78	6-78	

MANAGEMENT PLAN

OBJECTIVE #6 - Encourage local school districts to implement a planning procedure which involves cooperation between career education and all other subject matter areas.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Design a report form for local career educator coordinators to report information which facilitates this type of planning.	M. Hunt	Responsible.	10-77	6-78	Complete 1977
Analyze data, report best efforts in newsletters.	M. Hunt	Responsible.	11-77	6-78	Complete 1978

MANAGEMENT PLAN

OBJECTIVE #7 - Recommend that each school district, community college and university have a career education contact person appointed by the appropriate authority.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Request that District Superintendents provide name and address of persons responsible for career education activities in the individual Districts. Compile list, print and disseminate.	M. Hunt M. Ferqueron	Responsible. Facilitate	9-77	11-77	Complete 1977
Request that each community college president name a career education contact person. Print and disseminate.	A.C. Member M. Hunt M. Ferqueron	Responsible. Facilitate. Assist.	11-77	12-77	Complete 1978
Request that each university president name a career education contact person. Print and disseminate.	A.C. Member M. Hunt M. Ferqueron	Responsible. Facilitate. Assist.	11-77	12-77	Reassigned to 1979

MANAGEMENT PLAN

OBJECTIVE #8 - Require each Division Director to appoint a Division Coordinator for Career Education.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Contact Commissioner and/or Division Director for name of appointee. Print and disseminate.	A.C. Member M. Ferqueron M. Hunt	Responsible. Facilitate. Assist.	11-77	12-77	Complete 1978

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MANAGEMENT PLAN

OBJECTIVE #9 - Require each Division Director to appoint Regional Career Education Consultants (in Division of Public Schools and the Division of Vocational Education) and a sub-advisory council (in the Division of Community Colleges and Universities) to serve under the Divisions Representative on the State Advisory Council.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Contact Commissioner and request that regional career education consultants be appointed in Division of Public Schools and in the Division of Vocational Education.	M. Ferqueron A.C. Members M. Hunt	Responsible. Advise. Assist.	11-77	1-78	VTAE Complete 1977
Contact Division of Community Colleges and request that regional consultants be appointed (5).	M. Ferqueron A.C. Members M. Hunt	Responsible. Advise. Assist.	11-77	1-78	Complete 1978
Contact Universities and request that regional consultants (5) be appointed.	M. Ferqueron A.C. Members M. Hunt	Responsible. Advise. Assist.	11-77	1-78	Reassigned to 1979
Publish and disseminate names.	M. Hunt M. Ferqueron	Responsible. Facilitate.	1-78	3-78	Complete as possible 1978

MANAGEMENT PLAN

OBJECTIVE #10 - Seek State legislative support for career education.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Specify type of support needed.	A.C. Members M. Ferqueron M. Hunt	Responsible. Facilitate. Assist.	11-77	4-78	Complete 6-78
Clear with Commissioner.	M. Ferqueron	Responsible.	11-77	1-78	Complete 2-78
Identify persons able to make legislative contacts, write bill and get it introduced.	A.C. Members M. Ferqueron M. Hunt	Responsible. Facilitate. Assist.	11-77	4-78	Unable to accomplish
Organize legislative network among parents, business, industry, labor, professionals, etc , to influence legislators.	A.C. Members M. Ferqueron M. Hunt	Responsible. Facilitate. Assist.	1-78	5-78	Complete 1-78

MANAGEMENT PLAN

OBJECTIVE #11 - Keep all local districts informed concerning matters relating to the impact of pending Federal legislation on Career Education in Florida.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Send copies of legislation to all persons named as career education contact persons.	M. Hunt M. Ferqueron	Responsible. Facilitate.	9-77	6-78	Complete 3-78
Provide legislative up-dates at all career education meetings.			10-77	4-78	Complete 4-78

MANAGEMENT PLAN

OBJECTIVE #12 - Seek the support of local school boards, parent organizations, and teachers for career education.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Request that each district career education contact person hold at least one informational and orientation meeting for each of the above groups sometime during the year.	District C.E. contact person	Responsible.	9-77	6-78	Partially completed 6-78
	A.C. Members	Advise.			
	M. Hunt	Assist.			

MANAGEMENT PLAN

OBJECTIVE #13 - Require local districts, community colleges and universities to develop career education concept papers which reflect State, local and institutional educational priorities.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Require that 5-year plans be based on a concept or position paper developed by the district, community college or university. The position paper must be submitted with the plan.	M. Ferqueron M. Hunt A.C. Members	Responsible. Assist. Advise.	2-78	6-78	Unable to accomplish - will be considered for 78-79

MANAGEMENT PLAN

OBJECTIVE #14 - Encourage local districts, community colleges and universities to develop five-year plans for implementation of career education 1978-83.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Reinstate required five-year planning process for career education implementation.	M. Ferqueron M. Hunt	Responsible. Assist.	2-78	6-78	Complete
Establish five-year planning process for career education at the Community College and University level.	A.C. Members M. Ferqueron M. Hunt	Responsible. Facilitate. Assist.	2-78	6-78	Reassigned to 78-79

MANAGEMENT PLAN

OBJECTIVE #15 - Examine career education concepts as they relate to the new Florida basic literacy tests to be given in grades 3, 5, 8, and 11.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Appoint Department of Education Task Force to study and identify ways in which career education concepts, infused in the regular curriculum, can help to improve student performance in functional literacy tests at all grade levels.	M. Ferqueron	Responsible.	10-77	6-78	Reassigned to 1978-79
	A.C. Members	Assist.			
	M. Hunt	Assist.			

MANAGEMENT PLAN

OBJECTIVE #16 - Hold regional workshops to increase awareness and orientation to career education concepts as they relate to all disciplines.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Schedule one workshop for each of the five regions. Involve all officially appointed consultants and coordinators from (1) local districts, (2) Community Colleges, (3) Universities and (4) Department of Education personnel.	M. Ferqueron M. Hunt A.C. Members	Responsible. Facilitate. Assist - Advise.	2-78	4-78	Reassigned to 1978-79

MANAGEMENT PLAN

OBJECTIVE #17 - Plan programs which will impact members of all of Florida's educational organizations.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Identify career education coordinators and consultants who are well-known members of other educational organizations.	M. Hunt M. Ferqueron A.C. Members CE Coordinators & Consultants	Responsible. Facilitate. Advise. Assist.	9-77	2-78	Reassigned to 1978-79
Organize career education presentations to be given by individual coordinators or consultants at various workshops and conferences in 1978-79. (Key presentations to theme of their conference, if possible.)	M. Hunt M. Ferqueron A.C. Members CE Coordinators & Consultants	Responsible. Facilitate. Advise. Assist.	10-77	6-78	Reassigned to 1978-79

MANAGEMENT PLAN

OBJECTIVE #18 - Hold career education worksession for Florida Department of Education personnel.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
As new career education consultants and coordinators are added, awareness and orientation work session will be held.	M. Ferqueron M. Hunt A.C. Members	Responsible. Assist. Advise.	1-78	6-78	Reassigned to 1978-79

MANAGEMENT PLAN

OBJECTIVE #19 - Seek further, more meaningful involvement with business, industry, labor, civic and professional organizations, in the evolution of career education at all levels.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Encourage local districts to become involved and form an EPIC/FCEE Evaluation Committee.	M. Ferqueron M. Hunt A.C. Members EPIC FCEE	Responsible. Facilitate. Advise. Assist.	1-78	6-78	Unable to accomplish due to lack of funding. Will consider again in 1978-79.
Study the feasibility of having similar committees for post secondary institutions.	M. Hunt A.C. Members EPIC FCEE	Responsible. Advise. Assist.	1-78	6-78	

MANAGEMENT PLAN

OBJECTIVE #20 - Examine options for the evaluation of career education planning and implementation procedures -- and student outcomes.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	Target Dates End	Status
Study District evaluation procedures to determine methods which have produced best results.	M. Hunt Local Coordinators A.C. Members	Responsible. Assist. Assist.	9-77	2-78	None considered sufficiently effective for recommendation.
Review the literature to determine successful evaluation techniques.	M. Hunt	Responsible.	10-77	12-77	Completed 4-78
Assemble a selection of career education evaluation instruments.	M. Ferqueron M. Hunt Local Directors A.C. Members	Facilitate. Responsible. Assist. Assist.	9-77	6-78	EPIC Field-tested
Develop student outcomes and attempt to match instruments.	M. Ferqueron M. Hunt A.C. Members EPIC FCEE	Responsible. Facilitate. Advise. Assist. Assist.	4-78	6-78	EPIC

MANAGEMENT PLAN

OBJECTIVE #21 - Encourage the Commissioner to request that State monies provided for career education at the District level be utilized for that purpose rather than for other educational needs.

Tasks and Activities	Person(s)	Involvement	Target Dates		Status
			Begin	End	
Selected Advisory Committee members will develop recommendations and advise Commissioner.	A.C. Members M. Ferqueron	Responsible. Facilitate.	3-78	5-78	Reassigned to 1978-79
Select DOE personnel will develop recommendations and advise Commissioner.	M. Ferqueron M. Hunt	Responsible. Assist.	3-78	5-78	"

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MANAGEMENT PLAN

OBJECTIVE #22- Assess the current (1977-78) operational level of career education in Florida's 67 school districts.

Tasks and Activities	Person(s)	Involvement	Target Dates Begin	 End	Status
Devise a simple instrument to collecy key information relating to the current operational level of career education in Florida. This information will be used to assist the Consultants and Advisory Committee members in setting priority objectives for 1978-79.	M. Ferqueron M. Hunt A.C. Members Consultants Local Coordinators	Responsible. Facilitate. Advise/Assist. Assist. Assist.	1-78	6-78	Complete 6-78

APPENDIX

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FLORIDA
CAREER
EDUCATION
ADVISORY
COUNCIL

3230 9th Ave S.
St. Petersburg,
FL 33712
813 895-3671

AGENDA

CAREER EDUCATION ADVISORY COUNCIL MEETING

Sarasota Hyatt House
Sarasota, Florida

American and Spanish Rooms
October 24, 1977
9:00 a.m. - 4:00 p.m.

Presiding: Mr. Joseph Datres, Chairperson

9:00 - 9:30 a.m.	Registration (Coffee & Danish)
9:30 - 9:45 a.m.	Introductions and General Remarks
9:45 - 10:30 a.m.	Movie, "WORK IS CHILD'S PLAY"
10:30 - 11:00 a.m.	Review of Advisory Council Membership and Committee Assignments
11:00 - 11:45 a.m.	Recommendations for Advisory Council Membership and Committee Assignments
12:00 - 1:30 p.m.	Luncheon Speaker: Mr. Richard Kinney, Central Florida Administrative Assistant to Senator Chiles Topic: Federal Legislation for Career Education and Implications for State Planning
1:45 - 2:45 p.m.	Review of State Needs Assessment
2:45 - 3:45 p.m.	Review of Provisional Florida State Plan for Career Education (1977-78)
3:45 - 4:00 p.m.	Old Business - New Business Future Meeting Dates
4:00 - 5:30 p.m.	Social Hour

MINUTES
THE FLORIDA ADVISORY COUNCIL ON CAREER EDUCATION
October 24, 1977
Sarasota Hyatt House
Sarasota, Florida
9:00 a.m. - 4:00 p.m.

Those in attendance were:

Elizabeth Boos
Bruce Cheatum
Joseph Datres
Harmon Eason
H. E. Elmore
Margaret Ferqueron
Ray Gallerani
Jeannette Good
Mary Green
Shirley Hawkins
Ken Hoyt
Myrtle E. Hunt
Pauline Masterton
Joseph McCarthy
Robert Megow
Otis Mobley
Rayma Page
Pat Parks
Bill Rennie
Mary Thompson
Stafford Thompson
Peggy Upton
Paul White
Jud Wilhelm
Dan Wilson

Chairperson, Joe Datres, opened the meeting.

The minutes from the last meeting were accepted as distributed. Peggy Upton seemed to think there were omissions. If she recalls what they were, they could be approved at the next meeting.

Letter of Appointment

It was decided to change the By-Laws to read that Commissioner Turlington send the letter of appointment to new members of the Advisory Council. Harmon Eason made a motion to this effect; Shirley Hawkins second it, and the motion carried.

New Student Representative

Myrtle Hunt introduced Elizabeth Boos, senior, in Dunedin Sr. High School, Dunedin, Florida, and welcomed her to the group. She replaced David Barkley who graduated.

Review of Advisory Council Membership

Myrtle Hunt read the name of each member, the expiration date of their term of office, and their category. Since several members will be leaving, Rayma Page suggested that an ad hoc committee be appointed to look at the representation as it is currently in the membership; to look at the balance and at the same time look at people that can represent other areas and come back with recommendations. Peggy Upton and Harmon Eason were appointed to select representatives on the committee. These names are to be given to Myrtle Hunt before the end of the year for her to get the right people to the next meeting in February.

New Officers

Harmon Eason nominated Rayma Page for Chairperson; Peggy Upton second it; Pauline Masterton moved for the nominations to be closed; Otis Mobley second it; the motion carried and Rayma Page is the new Chairperson.

Bob Megow nominated Joseph McCarthy for vice-chairperson; Bruce Cheathum second it; Harmon Eason moved for nominations to be closed; Dan Wilson second it; the motion carried and Joe McCarthy is the new vice-chairperson.

Myrtle Hunt is the secretary.

Future Meeting Dates

Regular Advisory meetings, according to the By-Laws, are to be held quarterly, on the second Tuesday of that month, and the dates decided on are February 13, 1978, April 24 (the Spring Career Education Conference will be held jointly with Florida Career Development at that time) and June 13th. It may be necessary to call Task Force meetings at other times, but the Advisory meetings will be held as stated.

Publicity

According to the By-Laws the meetings are open to the public and a notice should be published in the local newspaper where we are holding the meetings.

Stationery

After some discussion, it was decided that the Advisory Council have its own stationery so that the committee can act somewhat autonomously. Bob Megow made a motion to this effect; Elizabeth Boos second it, and the motion carried. Myrtle Hunt will select the stationery with the assistance of Bill Rennie. If any members have any special ideas as to what should be on the stationery, it should be given to either Myrtle or Bill.

Legislative Representation on the Committee

It was decided that there would be some advantages and some disadvantages in having a member of the legislator on the committee. If the council is made up properly then it doesn't need a legislator to have political clout. It was suggested that possibly at the February meeting, members of the education committee of the house and senate be invited to the meeting. Joe Datres said he believed that this should be left up to Rayma Page to set up a legislative committee - since it is rather difficult for the education committee to take time to visit with us - perhaps a presentation could be made to the education committee.

February and June Meetings

Rayma Page suggested having the February meeting in Tallahassee while the legislators are in session; to invite the education committee to have lunch with the Advisory Council. She advised that she will be in touch with each of the members individually to get some input as to what should be done at that time. Joe Datres asked Margaret Ferqueron to try to find out if the education committees will be in town at that time, February 14. Since the city is crowded at that time, arrangements for hotel accommodations and the luncheon have to be made as soon as possible. She will wait on the June meeting. The primary function of this meeting will be to look at the finalized plan.

Size of Council

Ideas were exchanged as to how many members to have on the committee, some finding a large council to be very unwieldy. Harmon Eason mentioned that the size is not important if it is operated with a task force concept - to have a task force for a specific job - from 3-7 members -; let them report to the overall group and the group can approve or disapprove their actions. Myrtle Hunt mentioned that when all look at the goals and objectives for this next year, she doesn't believe that anyone will think that the committee is too large. What we may be forced to do is to have representation from this committee and then get other interested people to work with them. Since there are so many jobs lined out, it would be impossible for only this Advisory group to do them all. Rayma Page will make the final decision.

Orientation Program

Peggy Upton made the suggestion of having a specific orientation program for the new replacements who join the committee who don't know anything about career education. Previously, as a new member came in, because of the delay of explanations given at the meetings, progress was not made. Joe Datres said this was an excellent idea and he suggested that either Myrtle or Margaret handle the orientation on a one to one basis in their offices.

Peggy also suggested that handouts that are given to the members should be brought to the meetings so that if anything is discussed that has been a handout, it can be referred to and discussed without wasting any time.

Film, "Work is Child's Play"

Myrtle explained that the film takes career education through the senior high school. It is used for inservice training. She believes it is excellent for school boards, parents and educators. - child's play finds new meanings; play shows world of work.

Bill Rennie asked for comments from the group after he showed the film. Beth Boos advised that there are no programs in school like the film. Teachers do not relate subjects to jobs. Shirley Hawkins noted that career education is ideal when it goes into a competency based program. Myrtle Hunt remarked that the film is true but that it was a slap in the face to many of the teachers and they did not approve of it. Peggy found that it worked very well in the elementary schools. Harmon said the academic subject teachers seem to be the ones who are opposed to the film and career education because they can't relate to it. Otis Mobley feels that with the accountability tests now, the teachers will be more involved. Pauline Masterton mentioned that it might do more good to show this to parents more than to teachers.

Richard Kinney - Federal Legislation

First, he explained how Senator Chiles' office is set up and how it functions - namely having 2 areas of responsibility, the legislative and the administratime. The new legislative aide to the senator to contact is D. Woodbury, in the Washington office, who would keep us informed on proposed policy on career education. On the administrative side, the contact is Hayes who works out of the Lakeland office and who also deals with the state agency.

Mr. Kinney explained the work of the 3 district assistants who visit the north, central and southern counties of the state every 3 or 4 months,who make the public aware of the fact that politics is not just something one reads about but is something that we can have an effect on and we should discuss our concerns about legislation in career education as all of this goes back to the Senator.

In the past 6 years Congress has shown increasing interest in career education opportunities at the elementary and secondary level but there still remains some question about the best method of offering career education. But there is an increasing awareness in Congress that education must give students better opportunities to relate the school curriculum to the rapidly changing world of work.

Mr. Kinney discussed the background of career education, the major 3 career education models, and the bills that are now before the legislators. He also said he thought the service he could provide best would be to hear some of the committee's concerns and present them to Senator Chiles, both in legislation and administration. Questions were raised and Mr. Kinney suggested that we go to the Education Committees directly. Senator Chiles is in budget and appropriations and does not have the time or the background to investigate all the details.

State Needs Assessment and Provisional State Plan

The Florida Assessment of Needs in Career Education and the Provisional State Plan were distributed to the committee. Myrtle Hunt explained that the plan was typed in double space as it is a working document and is not the official state plan and will not be until the end of this year.

She took the 7 goals of last year and organized these under 22 objectives saying that this is a suggestion, a place to start, to get a handle of what it is that we are out after. She needs help desperately, better organization of the goals, better way to state the goals, better way to state the objectives, and she believes that this council has a big job to do this year. For that reason we need to call on other people as there are not enough hands in our committee to do the kind of work that needs to be done in order to come up with a finalized state plan for career education as well as serve the students in the State of Florida. What we need now is to organize immediately to accomplish the goals and objectives for 1977-78.

Myrtle led a discussion on the needs assessments, mentioning the differences of opinion among groups of educators. This year there is a student assessment built into the plan for 1977-78. We also need to go to business and industry, parents and the community. By involving all groups, including EPIC, we can come up with a Florida Assessment Needs.

After much discussion regarding revision, changes, adoption, changing in priorities, omissions, etc. the group agreed to work on it.

Dr. Kenneth Hoyt

Having arrived early, he surprised the group by attending the advisory meeting. Myrtle asked him to address the group since many of the members would not hear his talk on Tuesday. Dr. Hoyt reported on the bills that are going into conference committee. He explained that the money now in question is for implementation for 5 years - then it is gone. At the end of 5 years, we are supposed to have changed our school systems - to spend the education dollar differently - it's a new approach to educational change. He mentioned the importance of the public writing to the legislators - particularly letters from businessmen as these seem to count more than letters from educators.

Time Share

Margaret Ferqueron introduced Ray Gallerani, Career Education Specialist,who is connected with Houghton Mifflin Co. and its Time Share Information Systems. Ray shared the system with the group. He mentioned that some states are utilizing this and it may prove of interest to the State of Florida. Booklets were distributed - the Career Education catalog for Time Share Corp. and a sample of the user's guide which goes with the Guidance Information System. He had a full display of the materials in the Buccaneer room for anyone who was interested.

Miscellaneous

Myrtle Hunt said that she would like for all to read the goals of 77-78; look at the list of objectives; see what needs to be done or if there is any repetition and add the kinds of things that you think are needed. When finished, jot your name to it and send it back to her and she will revise them for the next meeting. She needs them by the end of December.

It was suggested possibly have Florida make a similar film to "Work is Child's Play but the consensus was that it was much too expensive; the Texas film is not very different from Florida, and our money could be put to much better use.

Shirley Hawkins asked what is being done about Adult Education programs outside of schools - continuing education - displaced homemakers, etc., and Myrtle mentioned that there is a real need for commercial materials for the adult, low reading level, learner.

The meeting was adjourned at 4:30 p.m.

STATE OF FLORIDA
DEPARTMENT OF EDUCATION
TALLAHASSEE 32304

RALPH D. TURLINGTON
COMMISSIONER

Sample

February 3, 1978

Dr. D. John Benanti, President
Tampa Technical Institute
1005 East Jackson Street
Tampa, Florida 33602

Dear Dr. Benanti:

Congratulations on your appointment to the Florida Career Education Advisory Council, and my special thanks to you for accepting. Mrs. Rayma Page, Chairperson for the Council, also requested that I extend her appreciation. We are both looking forward to working with you in accomplishing the objectives of the Council. Mrs. Page will be in touch with you later. She is in Washington on business this week.

As the Commissioner's letter indicated, the next full meeting of the Council will be on February 14, 1978. The meeting will be held at the Tallahassee Hilton Hotel. Reservations have been made for you on Monday night, February 13. The Council meeting will start at 8:30 a.m. on the 14th; however a reception and briefing session for new members will be held at 7:00 p.m. on Monday evening. A luncheon with members of the house and senate education committees, appropriations committees and key department of education personnel has been planned for Tuesday. A ticket to the luncheon has been reserved for you.

Your travel to regularly scheduled meetings will be paid by the Council. This reimbursement includes travel via air coach or 14¢ per mile by automobile, whichever is less, and a per diem of $35.00. Registration fees are also reimbursed. Travel vouchers are available at meetings. Please be sure to sign one. We will also need a copy of your hotel bill and airline ticket.

If you are unable to attend, please call my secretary, Mrs. Ruth Dikman, 813-895-3671 - Ext. 288.

Sincerely,

Mrs. Myrtle E. Hunt
Associate State Coordinator
Career Education
3230 - 9th Avenue South
St. Petersburg, FL 33712

RALPH D. TURLINGTON
COMMISSIONER

STATE OF FLORIDA
DEPARTMENT OF EDUCATION
TALLAHASSEE 32304

February 3, 1978

TO: ALL MEMBERS: Florida Career Education Advisory Council Members

FROM: Rayma Page, Chairperson

SUBJECT: ADVISORY COUNCIL MEETING AGENDA

An agenda for the February 14th meeting of the Florida Career Education Advisory Council is attached. Please note that we will be having an informal reception for new council members and a meeting of the Executive Task Force on Monday evening, February 13. You are all urged to attend both meetings. Your input will be appreciated in the Executive Task Force meeting. I realize that some of you may have transportation problems, but please be there if you can. The meeting on Tuesday will start promptly at 8:30 a.m. We have a full agenda, so please be on time. Every voice is important, and we will need the full cooperation of all members if we are to achieve our goals for this year.

an equal opportunity employer

RALPH D. TURLINGTON
COMMISSIONER

STATE OF FLORIDA
DEPARTMENT OF EDUCATION
TALLAHASSEE 32304

AGENDA

THE FLORIDA ADVISORY COUNCIL ON CAREER EDUCATION MEETING
February 13-14, 1978

Tallahassee Hilton Hotel
Tallahassee, FL

February 13, 1978

7:00 p.m. - 9:30 p.m.	Reception For New Council Members Executive Task Force Meeting (All members are urged to attend!)

February 14, 1978

8:00 a.m. - 8:30 a.m.	Registration - Coffee & Danish
8:30 a.m. - 9:00 a.m.	Welcome New Members Review Minutes of Last Meeting Consider By-Law Changes
9:00 a.m. - 10:00 a.m.	Review of Legislation and Funding: State and Federal (Megow & Ferqueron)
10:00 a.m. - 12:00 a.m.	Program of Work Appointment of Standing Committees Appointment of Ad Hoc Committees
12:15 p.m. - 1:30 p.m.	Luncheon with Legislators
1:45 p.m. - 4:00 p.m.	Review and Revision of Current Florida Position Paper on Career Education
4:00 p.m. - 4:30 p.m.	Open Agenda

Chairperson: Mrs. Rayma Page

MINUTES
THE FLORIDA ADVISORY COUNCIL ON CAREER EDUCATION
February 14, 1978
Tallahassee Hilton
Tallahassee, Florida
8:30 a.m. - 4:30 p.m.

Those in attendance were:

Alyce Adkins
Charlotte Barnes (Substitute)
Andrea Barrett
John Benanti
Elizabeth Boos
Bruce Cheatum
Donald Darling
Joseph Datres
Harmon Eason
Margaret Ferqueron
Myrtle Hunt
Shirley Hawkins
R. T. Lyle
Joseph McCarthy
Robert Megow
Richard Omara
Rayma Page
John Patrick
Robert Reardon
Carl Rehwinkle
Donna Stull
Stafford Thompson
Peggy Upton
Jud Wilhelm
Dan Wilson
Harry Vaughn

Guests:

Frank Barnes
Lorraine Barnes
Mary Bateman
Rosa Brown
Julius Clemans
Rose Fernandez
Peggy Hand
Dale Melton
Carl Miller
Jack Roberts
Roger Stubing
Wayne Leroy
Christine Rizzuto
Laurie Thrash

Legislators

Senator Betty Castor
Representative Fred Jones
Senator Phillip Lewis
Commissioner Ralph Turlington
Mr. James Carpenter

Convene Meeting

Mrs. Rayma Page, Chairperson, opened the meeting at 8:30 a.m. by introducing the new members of the Council.

Mr. John Benanti made a motion to accept the minutes of October 24, 1977 as printed. This was seconded by Mr. Stafford Thompson. Motion carried.

Change in By-Laws

After reviewing the proposed change in the By-Laws made by the Executive Committee under Article III - Membership - "Active members shall attend at least three regular meetings of the Advisory Council," it was decided that this statement did not have enough "teeth" in it. A new By-Laws committee will be appointed to clarify it. A motion, to that effect, was made, seconded and passed.

Review of Legislation and Funding

An explanation of career education state and federal legislation was made by Mr. Bob Megow. According to the latest news publication he received the prospects were dim for funding new career education legislation, PL92-207. He suggested that Florida put pressure on Congressmen Young, Chappel and Sikes and Senator Chiles to support this bill. Congress particularly wants to hear from the business community and parents. Their letters carry much more weight than do letters from educators.

Dr. Margaret Ferqueron mentioned that in her conversations with the Washington bureaucracy, everyone feels that we will ultimately have appropriations, but the longer we wait the less chance we will have to get full funding of 50 million authorized. If and when we do get funds, whatever the amount, this committee should make recommendations to the Commissioner on how the funds are to be distributed.

On the question of alternative funding, Mr. Megow suggested that each person responsible for career education in their own district, search out whatever funds are available such as CETA, etc.

Along these lines, Mrs. Myrtle Hunt read a letter which had been sent, on February 2, to all the local career education coordinators, urging them to write letters of strong support to Warren Magnuson, Chairman of the Senate Appropriations Committee, Daniel Flood, Chairman of the House Appropriations Committee, Lawton Chiles, Richard Stone, the individual District representatimes and to Mr. Bill Young. Some letters have already been sent.

Appointment of Standing Committees

Mrs. Rayma Page appointed the following committees:

Membership

Harmon Eason Chairperson
Alyce Adkins
Don Darling

Public Relations, Publications and Public Information

Bruce Cheatum, Chairperson
John Benanti
Peggy Upton
Harry Vaughn

Legislation

Bob Megow
Joe Datres
(Every member of the Advisory Committee is also a member of Legislation)

Needs Assessment

Robert Reardon, Chairperson
John Patrick
Beth Boos

State Plan

Jud Wilhelm, Chairperson
Shirley Hawkins
Richard Omara

Objectives and Goals

Joe McCarthy, Chairperson
Donna Stull
Dan Wilson

By-Laws

Stafford Thompson, Chairperson
Carl Rehwinkle
Andrea Barrett

It is perfectly agreeable for any member to serve on any other committee if they so desire. Dr. Margaret Ferqueron, Myrtle Hunt and Rayma Page are on all committees and will be glad to meet with any of the groups to provide pertinent information and input.

Luncheon with Legislators

Arrangements were made for the committee to set at small tables with guest legislators at each table so that members could speak on a one-to-one basis with legislators, hopefully, to cover not only career education but public education in general. The major purpose was to provide for interaction which would help the legislator to understand career education from both the business man's and educator's points of view.

Florida Position Paper

Before going into the review and revision of the Florida Position Paper on Career Education, John Benanti, as a new member, asked for an explanation on the difference between career education and vocational education. Bob Megow explained that career education is not academic or general education. It is not vocational education. It has developed into an umbrella which looks at all education working with academic teachers to bring about a fusion between the working world and work into the classroom. Margaret Ferqueron followed by saying that vocational education is teaching a skilled based program. Career education goes beyond that. We teach decision making skills, values, teach about self, about the realities beyond the classroom and the world outside - be it work, be it a job, be it getting married, etc., everything that goes into life. Career education never left the basics of education. It is not a program; it is a concept. While it is not a panacea it certainly can solve a lot of problems in education.

Myrtle Hunt suggested that we split into groups to discuss the Position Paper. She said the paper is good as it stands. It has sound concepts. However, the paper should be reviewed regarding sex bias and the paragraphs are not very clear and could be more specific.

Andrea Barrett, as chairman, will work with the following members: Bruce Cheatum, Bob Reardon, Donna Stull and Stafford Thompson and will pull the whole paper together.

Publicity of Career Education

Mrs. Rayma Page asked how this group should plug career education. Peggy Upton said that we need a plan of public relations and after much brainstorming, the group came up with the following:

Publicize career education with a Dog and Pony Show such as:

1. a. to organizations ie. Chamber of Commerce
    b. Educators (specific groups)
    c. PTA
2. Assessment/basic skills
3. Career education week
4. Facts on occupational specialists/career education
5. Plan for implementation and inservice
6. Establish relationships with organizations dealing with career education
7. Facts/figures on career education

The consensus is that number 6 should be our main objective.

Next Advisory Council Meeting

The next meeting is scheduled for April 24, 1978 in Sarasota. It was agreed that everyone would come in the night before so that any ad hoc committees could meet that evening and the regular meeting would start first thing in the morning of the 24th.

Goals and Objectives

The following suggestions were made by the group as to "Where do you see the Florida Advisory Council going in the future." Joe McCarthy is the chairman of the group.

1. Spreading the word of career education and what it stands for in the state. Let all understand the elements that make it up.

2. Establishing relationships with other organizations that are dealing in the career education field.

3. Career education is a total community commitment - through all the school system.

4. Monitor our management plan with vocational, community colleges, adult education, academic education, etc.

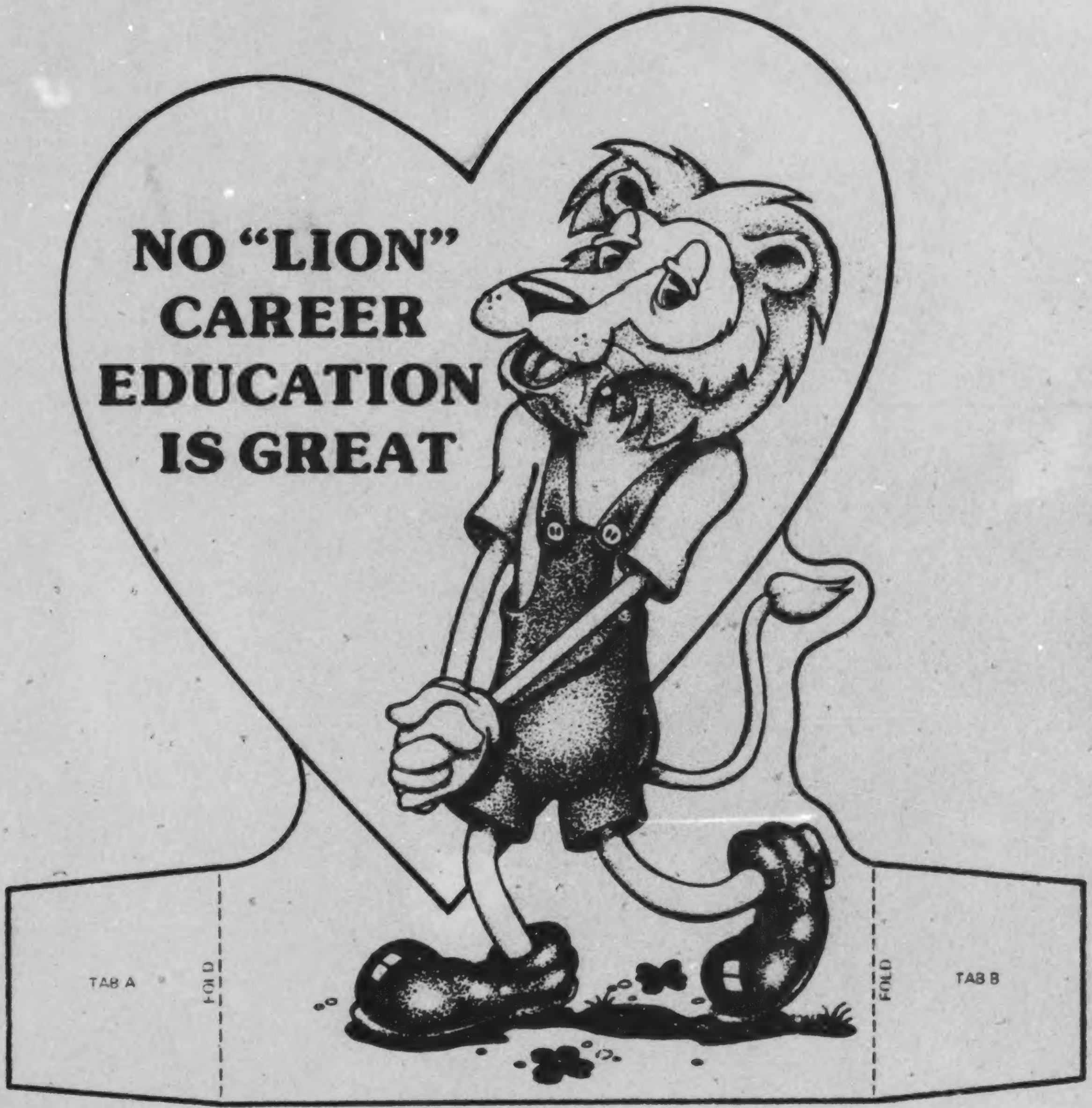
5. Relationship of our own council to existing councils.

6. Need to get a good contact man in all divisions - like Joe Mills - and seek commitment.

Adjournment

Mrs. Rayma Page thanked all the advisory committee members and the guests for coming to the meeting. Having no further business, the meeting was adjourned at 2:15 p.m.

/rd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STATE OF FLORIDA
DEPARTMENT OF EDUCATION
TALLAHASSEE 32304

RALPH D. TURLINGTON
COMMISSIONER

MEMORANDUM APRIL 6, 1978

TO: All Members: Florida Career Education Advisory Council

FROM: Myrtle E. Hunt, Associate State Coordinator Career Education

SUBJECT: Advisory Council Meeting

The Florida Career Education Advisory Council will meet on Sunday, April 23rd and Monday, April 24. This meeting will be held at the Sarasota Hyatt House, 1000 Boulevard of the Arts, Sarasota, Florida. (813-366-9000).

A reservation has been made in your name for Sunday, April 23rd. The single rooms will be $23.00. You need not guarantee your reservation unless you will be arriving after 6:00 p.m. on Sunday the 23rd. However, if you find that you will not be able to attend the meeting, please contact Mrs. Ruth Dikman, 813-895-3671. She will cancel your reservation for you. This will also assure us of an accurate count for lunch on Monday.

Registration will begin at 4:30 p.m. on Sunday evening and conclude at 6:30 p.m. Sub-committee meetings are scheduled for Sunday evening. These may be informal - along with dinner - or held in the sub-committee chairperson's room. Each chairperson should make this decision and so inform all committee members.

A formal orientation to career education, for new advisory council members, will be held in my room from 6:30 p.m. to 7:30 p.m. Introductory materials will be available. (Please ask at the registration desk for the room number).

All committee reports will be given on Monday morning during the general session. Weather permitting, lunch will be served at pool-side on Monday. The meeting is expected to adjourn at 3:30 p.m.

The major objectives to be accomplished at this meeting will be (1) to review goals and objectives for 1977-78 and (2) to provide input for the State Career Education Plan for 1978-79. (This year is nearly gone!)

Please be sure to bring your copy of the 1977-78 Provisional State Plan for Career Education to the meeting. We will be using them, and our supply has been depleted. We can't provide duplicate copies. This document, as is, will not be reprinted. The revised document will be printed in July, 1978.

Thank you for your continued interest in career education, and we will be looking forward to seeing you on Sunday, April 23.

/rd

TENTATIVE AGENDA

FLORIDA CAREER EDUCATION ADVISORY COUNCIL MEETING - APRIL 23-24, 1978
Sarasota Hyatt House, 1000 Boulevard of the Arts, Sarasota, FL

SUNDAY, APRIL 23, 1978

4:30 - 6:30 p.m.	Registration Sub-Committee Meetings (Time and Place - as advised by Chairpersons)	Ruth Dikman American-Spanish
6:30 - 7:30	Orientation Meeting for new Advisory Council Members	
6:30 - 7:30	Executive - Sub-Committee	Rayma Page
7:30 - 8:30	Social Hour	Myrtle Hunt
8:30 - 9:30	Dinner	

MONDAY, APRIL 24, 1978

		French - British
8:00 - 8:30 a.m.	Coffee and Danish	
8:30 - 9:45	General Session	Rayma Page
	Committee Reports	Chairpersons
	Goals and Upjectives Update	Myrtle Hunt
	Legislative Report	Robert Megow
9:45 - 11:45	State Plan 1978-79	Margaret Ferqueron Myrtle Hunt
11:45 - 1:00 p.m.	Lunch	Pool-side
1:15 - 3:30	Continuation of Work on State Plan	

MINUTES
THE FLORIDA ADVISORY COUNCIL ON CAREER EDUCATION
APRIL 24, 1978
Sarasota Hyatt House
Sarasota, Florida

Those in Attendance Were:

D. John Benanti
Elizabeth Boos
Lt. Colonel Wm. Britz
Bruce Cheatum
Donald Darling
Joseph Datres
Myrtle Hunt
Shirley Hawkins
Joseph McCuen
Robert Megow
Richard Omara
Rayma Page
Donna Stull
Stafford Thompson
Peggy Upton
Harry Vaughn
Steve Woolard (Substitute for John Patrick)

Members Absent

Alyce Adkins
Andrea Barrett
John Scott Dailey
Harmon Eason
Margaret Ferqueron
R. T. Lyle
Joseph McCarthy
Robert Reardon
Wray Register
Carl Rehwinkle
Jud Wilhelm
Dan Wilson

Guest:

Dale Melton

Convene Meeting

Mrs. Rayma Page, Chairperson, opened the meeting at 8:30 a.m. Mr. Bob Megow gave the invocation. Mrs. Page called the role and introduced the new members of the council who were present as well as the guest, Dr. Dale Melton of Manatee Jr. College.

Mr. Dick Omara made a motion to accept the minutes of February 14, 1978 as printed. This was seconded by Don Darling. Motion carried.

Honors

A plaque was presented to Joe Datres by Rayma Page. She expressed her thanks on behalf of the Council for all he had done while serving as Chairperson of the Advisory Council in 1976-77.

Miscellaneous

Mrs. Rayma Page requested that members be asked to attend all career education conferences and other activities on career education - particularly by those members who are housed near the areas to whatever is going on. She mentioned that members would be obliged to go at their own expense since the Council does not have enough funds. However, this would make the Council a real viable force.

A conference for the deaf is coming up early in May at the Tampa Technical Institute. All Council members are invited. Call John Benanti for information. (813/223-1637)

An invitational Mini-Conference will be held in Orlando on May 22 and 23. Commissioner Turlington appointed a committee to develop a revised draft of the State Plan. If anyone wishes to attend, contact Myrtle Hunt.

Mr. Richard Omara asked what the procedure is for those members whose term ends this June. Mrs. Rayma Page said the Commissioner writes a letter to the persons thanking them for their service and possibly reappoints them. She makes recommendations to the Commissioner.

Ms. Shirley Hawkins advised that her boss, John E. Lawrence, Administrator of Adult and Community Education, FDOE, would write a letter in support of Career Education. This should help when we go before the legislature.

BOP and Career Education Conference Reports

Mr. Bob Megow commented on the BOP Mini-Conference. He believed that response to the student presentations were terrific. Pinellas had students attend from the EBCE (Experience Based Career Education) program and they were enthusiastic as to its benefits. Ms. Donna Stull reported that her principal, Dave Hogue, was very pleased with the results and that he would like to have additional mini conferences where teachers and students can get away more often to "get together." Students and teachers believe that this is an excellent way to motivate students. The teachers had their views; the business people had their views; and the students had their views, and surprisingly it all came out about the same. The students need more exposure to the business world.

Committee Reports

The Membership Committee did not meet.

Mr. Bruce Cheatum, Chairperson, of Public Relations, Publications and Public Information reported on the meeting of his committee on April 13 at the Tampa Technical Institute. Ms. Peggy Upton, John Benanti and Bruce Cheatum were present. They discussed the areas of responsibility and operating guidelines for this committee and advised that all information released from this committee would be presented to the Council Chairperson, State Coordinator and Associate State Coordinator for review and approval before it is released to the public.

Information and happenings on Career Education in Florida will be presented to educators, parents, legislators, business and professional people, service clubs, the media and educational organizations. Written and audio visual materials will be developed as well as P.R. type materials. The general public will be kept informed as to the history, status and future of Career Education.

The committee established a schedule of action items to be accomplished from May 15 through October, 1978 which included such things as letters to Career

Education directors, developing a filmstrip, issuing letters to superintendents offering Advisory Council assistance, developing parent/teacher interest handouts, creating a brochure similar to the existing Bell Telephone brochure, etc. Mr. Don Darling brought up the question as to whether the Council is simply to advise or implement, and Bruce Cheatum thought we have to also act as a catalyst for state educational committees to come together for information and idea interchange in the field.

Various members offered materials - AV equipment - Bob Megow's film, etc., but Mr. Cheatham said that much of what was discussed could not be done without funds, and the Advisory Committee is not aware of how much money we have to operate with and where the best place would be to spend it. Mrs. Myrtle Hunt explained that the contract for the dollars was established for the operation of the advisory committee and the only area where there is money is for travel - to bring the members to the meetings. There is no money for functions of the council. There are federal guidelines as to how this money can be used, and at this late date there is little opportunity to change categories. However, Mrs. Hunt advised that the budget is not a secret and she can supply everyone with a copy. We have spent more on travel this year since attendance at meetings has been better. Mr. Bob Megow suggested that if we get money for next year, perhaps we could change the guidelines.

Mrs. Rayma Page appointed a finance committee consisting of John Benanti, Chairperson, with Bruce Cheatum and Bill Britz. This committee will examine the funds and see if we can get more money for public relations work.

Ms. Shirley Hawkins said that there may be other sources to get money from for public relations - like grants - and this may be worth looking into.

Mr. Bob Megow reported on Legislation and said that the state legislature is to continue to fund the student development services (occupational specialists, guidance counselors, career education) so far as we know. However, since President Carter did not recommend the Career Education Act to be funded, there is still much work to be done. A tremendous amount of mail has been received already, and at this point there is nothing much more to do in Congress. The usual problem of not knowing the difference between vocational education and career education keeps showing its ugly head. Presently, pressure should be applied to the House as the Senate is giving us more support. A plea was again made to write letters from the citizen's point of view, the business person, the parent - not the educator. Mr. Megow will again send a memo to career education directors to emphasize writing to the House.

The Needs Assessment Committee did not meet and there was no report. Mrs. Myrtle Hunt advised that we have contracted with Dr. Robert Dwyer as consultant. He is looking at the data previously collected, and going out for new data from business persons, parents and students. He will then prepare a report comparing perceptions of all groups. This report is due June 30.

The State Plan and Objectives and Goals Committees did not meet.

Mr. Stafford Thompson as Chairperson of the By-Laws Committee gave a report of their work. He distributed a handout on the suggestions of changes in the By-Laws. There was considerable discussion on most of the items.

On Section 1, Article II - Membership, the suggestion by the committee was that active members shall attend at least two regular meetings of the Advisory Council annually. A vote was taken to change the language back to attend three regular meetings. Under this item, the question of sending a substitute was brought up. Since monies are short in the budget, and since the substitute actually does not have a vote, it would be better if the absent member did not send a replacement.

Under Article III, Section 3, the anniversary dates for membership appointments will be October 1 of each year. Mr. John Benanti made a motion to accept this change in the By-Laws. It was seconded by Shirley Hawkins. The motion was carried.

Under Article IV - Meetings, Section 4, this section was eliminated completely.

Article V - Officers, Section 2. This was changed to read - The Chairperson and Vice-Chairperson shall hold office for one membership year from October 1, following election by Council membership. Mr. Bob Megow made a motion to have this date changed. This was seconded by John Benanti and the motion passed. It was decided to have the election at the last meeting of the year.

Under Article VI - Committees, Section 2, the standing committees will be listed. They are Membership, Public Relation and Public Information, Legislation, By-Laws, and Finance. Other changes consisted of clarification of language, completing a section differently, new language, etc. The committee moved to accept these changes. Mr. Thompson will send the committee a corrected set of By-Laws.

New Committee

Mrs. Rayma Page appointed a new committee - the Liaison Committee. The members are Peggy Upton, Chairperson, Donna Stull, Joe Datres, and John Patrick.

State Plan

Mrs. Rayma Page said that it was the responsibility of the entire Council to check the Goals and Objectives in the State Plan as that is what the Florida Advisory Council is all about. After much discussion, it was decided that (1) each member singularly or by district would read the goals and objectives, change what they don't like by putting in their own input - especially insofar as the strategies are concerned. It will then be mailed to Myrtle Hunt by May 10 with recommendations of revisions, deletions and/or additions. (2) Mrs. Hunt will condense and combine these recommendations and bring them to the May 22 Invitational Mini-Conference in Orlando as suggestions to the participants of that workshop. (3) The Career Education Directors of the Mini Conference will also have recommendations for changes and both sets of suggestions will be given to (4) a committee consisting of Jud Wilhelm, Shirley Hawkins, Richard Omara and Donna Stull who will meet on May 26. (5) The completed combined changes will be presented to the Advisory Council at the meeting in June.

Mrs. Myrtle Hunt, hopefully, would like to have the final State Plan by June 30.

A memorandum was sent to all absent members advising them that it is necessary to receive their input regarding the goals, objectives and strategies for the career education state plan and return it to Myrtle Hunt by May 10.

Suggestion

Mrs. Rayma Page suggested having the Council sponsor a governor's or commissioner's conference next year. It could involve many business persons, etc. She said to keep this in mind and perhaps next year we could swing this.

Next Meeting

The next meeting will be on Sunday evening, June 11 and Monday, June 12. It will be held in Tampa. Members will be advised where at a later date. Elections will be held at that time. The date of the October meeting will be set at the June meeting.

Adjournment

There being no further business, the meeting was adjourned at 2:00 p.m.

/rd

FLORIDA CAREER EDUCATION ADVISORY COUNCIL

3230 9th Ave S.
St. Petersburg,
FL 33712
813 895-3671

MEMORANDUM

DATE: June 1, 1978

TO: All Florida State Career Education Advisory Council Members

FROM: Myrtle E. Hunt, Associate State Coordinator Career Education

SUBJECT: June Council Meeting

As you know, the next scheduled meeting of our Council will be held in Tampa on June 11-12. The meeting will be held at the HOST AIRPORT HOTEL. A reservation card is enclosed. Please complete the card and return to the Hotel immediately. A block of 20 rooms is being held for us. If not reserved, the rooms will be released on Friday, June 9 - so PLEASE return your card TODAY! (Or, better still, CALL! Be sure to tell them that you are with the Florida State Career Education Advisory Council Meeting.) Room rates will be $26. single and $32. double.

We anticipate that you will arrive in time for Committee meetings on Sunday evening at 7 P.M. Following the meetings, some of us plan to have dinner together. If you would like to join us for dinner, please indicate that on the enclosed registration sheet. I will make dinner reservations accordingly.

In order to avoid paying a considerable room rental fee, we have scheduled a meal function at noon on Monday. I must give the hotel a guarantee for the luncheon on Friday, June 9. I will include in the count only those who have assured me that they will be there.

The meeting will start at 8:00 a.m. on Monday and is expected to conclude at 3:30 p.m. Since this is our last scheduled meeting for the 1977-78 school year, and we have several items of importance to discuss, we sincerely hope that you will find time to attend.

I regret that I have been unable to notify you about the location of the meeting in Tampa before; however, I was unable to complete negotiations with the hotel until yesterday. Apparently we picked a bad time to have our meeting in Tampa.

rhd:
Enclosure

P.S. Please remember to mail your reservation card to the hotel and the registration blank to me in the stamped, self-addressed envelope.

Enclosure

MINUTES

THE FLORIDA ADVISORY COUNCIL ON CAREER EDUCATION

HOST HOTEL
Tampa International Airport
June 12, 1978

The meeting was called to order at 9:00 a.m. by Mrs. Rayma Page, Chairperson. Shirley Hawkins was appointed secretary protem. The following members were present: John Benanti, Beth Boos, Bruce Cheatum, Don Darling, Joe Datres, Harmon Eason, Margaret Ferqueron, Shirley Hawkins, Myrtle Hunt, Joe McCuen, Robert Megow, Richard O'Mara, John Patrick, Robert Reardon, Ms. Berris (for Wray Register), Donna Stull, Stafford Thompson, William Britz, and Peggy Upton. Two guests were in attendance: Ms. Melinda Alleback, a student from Broward County, and Ms. Jean Stewart, Counselor, Hillsborough Community College.

The major purpose of the meeting was to establish goals and priorities for fiscal year 1978-79.

The first order of business was to hear reports from standing committees.

LIAISON COMMITTEE: (Bruce Cheatum)

Major goals presented by the committee were:

1. Develop advisory council status.
2. Develop communication with other councils, agencies, etc.
3. Serve as clearing house for information, etc.
4. Liaison committee should work as subcommittee of Public Relations Committee.
5. Use non-council career education persons to make local contacts.
6. Recognize delivery system as crucial factor and organize same.

John Benanti gave a brief review on activities of his school's Career Education Day for the Deaf. The school invited working deaf professionals to come in and set up displays and "talk" to deaf students about their occupations. Seventy different occupations were represented. This activity was accomplished in cooperation with the Tampa Bay Club for the Deaf.

BY-LAWS COMMITTEE: (Stafford Thompson)

Edited copies of the By-Laws were distributed. Basic changes were:

1. Article II - Purpose
2. Article VI - List of Standing Committees
3. Deleted Section VIII of Article IV

A motion was made to accept By-Laws as printed. Motion was seconded and carried. A discussion followed which pointed to the need for considering an arrangement which would allow the present chairperson and the newly elected chairperson to work together for a year. Shirley Hawkins then recommended an additional change in the By-Laws which would permit the Chairperson to serve for two years, with election of officers being held mid-year. Chairperson Page asked Ms. Hawkins to submit this recommendation to the By-Laws Committee in writing.

PUBLIC RELATIONS COMMITTEE: (Bruce Cheatum)

Peggy Upton cited the need for getting more information about career education, in general, to the public. She reported on the results of an informal study which she did in Pinellas County. The study showed that the average lay citizen knows very little, if anything, about career education.

The public relations committee recommended that the Council:

1. Send letter to local career education directors asking for status reports.
2. Offer public relations assistance to local directors.
3. Develop a film on career education for use by Council members in making presentations to other groups.
4. Write letters to superintendents to stimulate interest in career education.
5. Focus attention on non-active districts.
6. Write letters to the legislature, contact Chambers of Commerce and Committee of 100 members concerning career education, and
7. Develop and print a brochure for distribution on career education in Florida.

Two major concerns relating to Public Relations were voiced:

1. Funding for public relations activities
2. The need to send letters to local career education directors and/or contact persons offering technical assistance from Council members.

MEMBERSHIP COMMITTEE: (Harmon Eason)

A list of persons recommended for possible membership has been forwarded to Chairperson Page. She will assume responsibility for clearance with the Commissioner. As vacancies occur, Mrs. Page will work with Dr. Ferqueron and the Commissioner to fill them.

FINANCE COMMITTEE: (John Benanti)

Mr. Benanti spoke to Commissioner Turlington with reference to the possibility of funding to continue the Advisory Council beyond

June 30, 1978: The Commissioner referred John to Mr. Shelley Boone. Mr. Boone explained the procedures for preparing a proposal for funding. Dr. Ferqueron followed up, prepared the proposal and received $4000 to continue the work of the Council during 1978-79.

LEGISLATIVE COMMITTEE: (Margaret Ferqueron)

At present funding from federal sources for career education has been approved by the House at $35 million ($25 million for K-12 and $10 million for postsecondary). The Senate has not yet acted on this appropriation, but the outlook is good.

Considering the above stated figures, Florida could expect to get approximately $800,000. Twenty percent for statewide use and 80% for LEA's. All postsecondary monies will be allocated by the USOE-OCE on the basis of competitive grants and contracts.

The 20% of this money allocated to operations at the state level can be used to hire personnel and for continuation of Advisory Council activities. The Council will have opportunity to provide input on the possible use of federal funds.

Stafford Thompson asked whether or not a Consortium of Community Colleges could apply for funds under the new federal legislation. Although guidelines are not yet available, both Dr. Ferqueron and Myrtle Hunt felt that they could.

NOMINATING COMMITTEE: (Ad Hoc)

The following nominations were presented for consideration:

1. Mrs. Rayma Page, Chairperson
2. Mr. Bruce Cheatum, Vice Chairperson

A motion was made to close nominations. Motion seconded and carried. A motion was made to accept the nominating committee's recommendations. The motion was seconded and carried unanimously. Rayma Page and Bruce Cheatum will serve as Chairperson and Vice Chairperson, respectively, during 1978-79.

Mrs. Page read a letter of resignation from Joe McCarthy, Vice Chairperson. A motion was made to accept the resignation. The motion was seconded and carried. Mrs. Page will send letter accepting resignation. Bruce Cheatum agreed to accept the responsibilities of Vice Chairperson immediately.

EPIC -- Educational Progress in Careers: (Rayma Page)

Mrs. Page indicated that the business community is still interested in EPIC and would like to see it continue and be expanded into more LEAs. She and others also recommended broadening representation of the military on the Council and more active participation by the military in all career education activities.

ASBA - American School Board Association Film: (Rayma Page)

Mrs. Page (also Chairperson of the Lee County School Board, Ft. Myers) served as a role model for the professional actress who played the part of the school board chairperson in a new film soon to be released by ASBA on career education. The film should be available sometime this Fall.

LUNCHEON

Following the luncheon, Dr. Ferqueron introduced Mr. Shelley Boone. Mr. Boone, Deputy Commissioner for Special Programs, Florida Department of Education, spoke about functions of the Council and expressed general support for career education in DOE. He also praised the Michigan Advisory Council and suggested that a visit to one of their meetings might be worthwhile for our Chairperson and Vice Chairperson.

ROLE AND FUNCTION OF THE CAREER EDUCATION ADVISORY COUNCIL

Mr. Eason suggested that the role of the Council, basically, is to do four things, (1) help initiate programs, (2) improve ongoing programs, and (3) promote career education concepts among business, labor, industry, government, and the professions, and (4) assist in assuring an adequate funding level through legislative intervention. Several specific suggestions were also made by others:

1. Have larger LEAs act as "sponsors" of smaller LEAs.
2. Have superintendents who are sold on career education help sell other superintendents.
3. Council should encourage teachers to help each other - perhaps give recognition for such sharing.
4. Teachers, if convinced of its worth, can infuse career education without additional support.

Legislative mandates have provided local support for other programs (i.e. Free Enterprise and Consumer Education and Placement and Follow-Up). Career education has had no such mandate. Federal legislation may help. The Council should both promote and support state legislation for career education, and involve itself in the accountability function of career education.

REPORT ON STATUS OF STATE PLAN: (Myrtle Hunt)

Mrs. Hunt reported on a two-day workshop held in Orlando in May to review the State Plan. Nineteen persons (14 directors and 5 other individuals) attended the workshop. Major portions of the plan were revised and are now being edited. Data from the 1978 needs assessment is not yet available - this may change priorities in the plan if the assessment information is significantly different from that gathered last year from practitioners. (The 1978 needs assessment was directed to business people and parents.)

Copies of the 1978 Needs Assessment Document will be sent to all Council members when they are available. Final drafts of the State Plan will also be sent to Council members for review.

The Florida Position Paper on Career Education has also been through two revisions and will become an integral part of the State Plan.

INVOLVING DIVISION OF PUBLIC SCHOOLS IN TECHNICAL ASSISTANCE FOR CAREER EDUCATION

It was suggested that top level people in the Division of Public Schools should be involved. John Patrick was doubtful of the Public School Division's ability to provide technical assistance to districts because of other division priorities and an already overworked staff. Don Darling reinforced Mr. Patrick's opinion. Peggy Upton underscored the importance of state level cooperation in order to assure LEA support. Mr. Eason suggested that federal funds might be used to hire additional staff for the public school's division. Another suggestion was to encourage improvement of communication about career education between Division Directors at the state level.

It was also suggested that career education be included in program review and placement and follow-up.

FUTURE MEETINGS: (Rayma Page)

Mrs. Page suggested that a meeting involving the Chairperson, Vice chairperson, and Dr. Ferqueron might be necessary early in the school year. No definite date was set.

It was suggested that the October meeting of the Council be held the last week in October - at the same time as the Governor's Conference in Daytona Beach.

SUBCOMMITTEE ON FEDERAL LEGISLATION: (Rayma Page)

Mrs. Page asked that a subcommittee on federal legislation be appointed in order to keep the Council informed concerning federal legislation DURING THE summer. Robert Megow will serve as Chairperson and will be assisted by Joe McCuen.

STUDENT REPRESENTATIVE GRADUATES: (Myrtle Hunt)

Beth Boos, student representative on the Council, is graduating from Dunedin High School. Myrtle Hunt offered congratulations and presented a small gift.

GOODBYE AND "THANK YOU!" (Myrtle Hunt)

Myrtle Hunt announced that this would be her last meeting with the Council and thanked the group for their help and cooperation during 1977-78.

ADJOURNMENT (Rayma Page)

There being no further business, the Council was adjourned at 2:00 P.M.

/rd

STATE OF FLORIDA - DEPARTMENT OF EDUCATION

SURVEY OF INSTRUCTIONAL STAFF COMPETENCIES FOR CAREER EDUCATION

The following competencies have been identified as being of importance to the full implementation of career education. Please rate yourself on a four-point scale: Unsatisfactory (U), Need to Improve (NI), Satisfactory (S), Excellent (E).

COMPETENCY	RATING
1. I provide student-centered career education activities regularly.	2.5
2. I plan for interchanges between students and adults so that attitudes and values relating to careers can be expressed and examined.	2.5
3. I include opportunities for learning career development skills in my regular instructional program.	2.4
4. I provide students direct experiences with resource people from the world of work, and with opportunity to ask appropriate questions, organize, analyze, and share the findings.	2.3
5. I utilize instructional support systems (administration, counselors, supervisors, media specialists, occupational specialists, curriculum assistants, etc.) to help plan, implement, and evaluate career education activities.	2.4
6. I use available curriculum guides to infuse and stress relationships the various subject areas, careers and life-styles.	2.5
7. I organize information about accessible community resources in a centralized file.	1.0
8. I keep records of the career development activities of all students.	0.7
9. I understand and relate career education activities to school functions and policies.	2.0
10. I am qualified to provide inservice in career education to other teachers (peers).	1.1
11. My school-community contacts bring increased resources to the instructional program in my school.	1.5
12. I communicate with parents about curricular goals and activities relating to career education as well as the career development progress of students.	2.2

13. I organize parental involvement in the career education program. 2.5

14. I have organized an advisory council to assist in designing and implementing career education activities. 1.3

15. I communicate career education activities to the community through appropriate media. 1.2

16. I assist other school staff in working toward common career education goals. 2.4

17. I have learned to apply effective methods in relating career education to the subject(s) that I teach. 2.5

18. I readily share problems relating to the implementation of career education with superiors. 2.3

19. I readily share ideas and accomplishments relating to career education with other teachers. 2.7

20. I involve students in planning for instruction which relates to their own career development. 2.2

21. I make maximum use of competencies and resources in developing systems whereby the delivery of career education concepts to students will be improved. 1.8

22. I participate in staff development activities designed to facilitate the implementation of career education. 2.9

23. I assist with activities designed to refocus educational priorities around a career development theme. 1.9

24. I understand the basics of process and product evaluation of career education. 0.8

25. I am able to develop and classify career education curriculum materials which demonstrate the relationship between my area of education and careers - for use by other educators. 1.9

If I am to successfully implement career education in my classroom, I feel that I need help with the following:

26. More in-depth knowledge of the subject matter that I teach. Yes 24% No 76%

27. Lesson planning and curriculum development. Yes 49% No 51%

28. Increased information about the world of work. Yes 74% No 26%

29. Interviewing (questioning) Yes 51% No 49%

30. Role-Playing Yes 62% No 38%

31. Simulation Yes 70% No 30%

32. Values Clarification Yes 73% No 27%

33. Problem Solving (Decision-Making) Yes 52% No 48%

34. Actual work experience outside of education. Yes 79% No 21%

35. Evaluation techniques Yes 65% No 35%

36. Discipline Yes 50% No 50%

37. Economics/Free Enterprise System Yes 68% No 32%

38. Job-Market Demands Yes 67% No 33%

39. Planning and managing field trips and/or field experiences (i.e. shadowing) Yes 52% No 48%

40. Audio-visual media development and use Yes 49% No 51%

Date_______ County_______

Subject(s) Taught _______

Grade Level(s) Taught_______

Instructional Position Held_______Administrator _______Supervisor
_______Teacher_______Counselor_______Occupational Specialists_______Other
_______.

Educational level _______No degree _______BA _______MA _______ph.D.

Certified in (FLORIDA ONLY)_______

I have had _______hours of inservice (staff development) in career education.

I have earned _______hours of university credit in career education courses.

Age: 22 - 32 _______
33 - 43 _______
44 - 54 _______
55 - 65 _______

Marital status: Single_______
Divorced_______
Married _______

STATE OF FLORIDA
DEPARTMENT OF EDUCATION
TALLAHASSEE 32304

RALPH D. TURLINGTON
COMMISSIONER

MEMORANDUM OCTOBER 27, 1977

TO: All Local Career Education Coordinators/Directors

FROM: Myrtle E. Hunt

SUBJECT: Florida Directory of Career Education Resource People
(Consultants-Workshop Leaders, Etc.)

Near the end of this school year, the Florida Department of Education will prepare a directory for general dissemination to all Districts, Community Colleges, Universities, and other appropriate organizations.

We all know individuals who do an outstanding job in some aspect of career education. Please nominate those from your District, Area Vocational-Technical School, Community College, University or other organizations, and indicate (1) their area of expertise, (2) where they can be reached, and (3) a brief (one paragraph) explanation of what they have done.

Please, I need this information no later than December 1, 1977 - (Remember we will be needing all types of "experts" - teachers by grade level and subject area, counselors, occupational specialists, administrators, curriculum supervisors, salable skills, EBCE, vocational (all areas) - anyone who has skill in instructing others about some important aspect of career education).

At the same time, we will be compiling a directory of locally developed career education curriculum materials. If you have materials that you would like to have included in this directory, please send me either sample copies or a list which provides a potential user with pertinent information about the materials. (The latter is preferred.) Please notify me before you send a truck load!? This information is needed by January 15, 1977.

Your help is urgently needed, I can't do this job alone! Send all ASAP - it takes lots of time to compile, type and prepare for duplication.

Encls.

NOMINATION FORM * *Sample*

FOR

CAREER EDUCATION RESOURCE DIRECTORY - 1977-78

I, Fred D. Greene, recommend that
Person Nominating

Mrs. Patricia Parks be included in the
Name of Nominee

Florida Directory of Resource Personnel for 1977-78. The nominee is from Hamilton County School District and has the ability to consult with or lead workshop session in the following area(s):

Career Education and the Occupational Specialist at the Secondary Level

The nominee's previous experience includes occupational specialist and high school career education coordinator.

Mrs. Parks has implemented a quality high school career center and has expanded and further developed career services at Hamilton County High. Mrs. Parks address and phone number are listed below.

Mrs. Patricia Parks, OS
Hamilton County High School
Rt. 2 Box 81-A
Jasper, FL 32052

(904) 792-1332

Please return by December 1, 1977 to:
Mrs. Myrtle E. Hunt
3230 - 9th Ave. So.
St. Petersburg, FL 33712

*If additional forms are needed, please duplicate.

NOMINATION FORM* Sample

for

CAREER EDUCATION RESOURCE DIRECTORY - 1977-78

Burnette R. Tinsley
MJC Dean, Occupational and
I, Technical Education, recommend that
Person Nominating

Dr. Dale H. Melton be included in the
Name of Nominee

Florida Directory of Resource Personnel for 1977-78. The nominee is from Manatee Junior College ~~Area Vocational School~~ and has the ability to consult with or lead workshop session in the following area(s):

Parent involvement in career education (home- and community-centered)

Community-based career development practices (using parents, career retirees, and other individuals and organizations).

The nominee's previous experience includes Teaching -- 4 years, elementary level; 2 years, secondary English; departmental level -- 2 years, director of continuing education, community college level; 3 years, career education specialist; manager, 5 year, community-based career guidance program.

Pertinent publications:
Career Education and Your Child: A Guide for Parents and
Community Resource Guide for Career Education

Please return by December 1, 1977 to:
Mrs. Myrtle F. Hunt
3730 - 9th Ave. So.
St. Petersburg, FL 33712

*If additional forms are needed, please duplicate.

Sample

Office of Career Education
Pinellas County, Florida
CAB Number AL-07-924 -SK
May, 1976

TEACHER ACTIVITY SHEET

1. Cluster: All

2. Career Education Element: Beg. competency
   Employability skills
   Career Awareness

3. Accreditation Standard: Middle School
   Subj. - Typing class

4. Performance Objective: Using a typewriter, the student will be able to make application for a job, including a letter of application, resume, and job application form.

5. Activity:
   Each student will select a classified ad for a job. They will then compose a letter of application, and then a resume, consisting of personal information, education, work experience and references. Have students fill in job application and then share these with other students.

6. Materials:
   Local newspaper - each 4 or 5 students.
   Job applications from local companies for each student.

Developed by:

Judith F. Bataille

Sample

Office of Career Education
Pinellas County, Florida
CAB Number MA-07-927-SK
May, 1976

TEACHER ACTIVITY SHEET

1. Cluster: Manufacturing

2. Career Education Element: Beg. competency
   Career Awareness

3. Accreditation Standard: Middle
   Subj. - Industrial arts

4. Performance Objective: The students will perform specialized tasks in producing note pads and know how a corporation works and is organized.

5. Activity:
   Organize a simulated corp. to produce note pads. Have students identify jobs that are included and analyze the tasks involved. Have the corporation produce one note pad for each student in class.

6. Materials:
   Suitable materials for constructing note pads. Appropriate supplies, tools and machines for construction of the note pads.

Developed by:

Judith F. Bataille

Music

Office of Career Education
Pinellas County, Florida
CAB Number FH-07-934-CA
May, 1976

TEACHER ACTIVITY SHEET

1. Cluster: Fine Arts/Humanities

2. Career Education Element: Career Awareness/Educational Awareness
   Skill Awareness/Beginning Competency

3. Accreditation Standard: Music

4. Performance Objective:
   Students become more aware of the role of a musical conductor and the knowledge he needs to have to perform best in his career. Students are also made familiar with many musical symbols, as well as some basic conducting techniques.

5. Activity:
   1) Students are asked what a musical conductor is.
   2) Students asked what kind of groups need a musical conductor.
   3) Students are shown some various musical symbols that a conductor must be familiar with in order to do the best job.
      (Examples: 𝅝, 𝅗𝅥, 𝄐, 𝄋, :‖, >, $\genfrac{}{}{0pt}{}{4}{4}$, <, *p*, *f*, *mf*, etc.)
      Ask students what they might think various symbols mean - if they do not know, tell them briefly. Bring out that conductors need a great deal of training to be familiar with the many symbols he needs to know. (New symbols being introduced all the time - for example, in electronic music).
   4) Introduced to symbols $\genfrac{}{}{0pt}{}{4}{4}$, $\genfrac{}{}{0pt}{}{3}{4}$ - told what top and bottom number stand for
      - asked what does a conductor hold sometimes in his hand? What is its name? its purpose?
      - 2 conducting patterns introduced
      - Students conduct with teacher without music
      - Students conduct a pianist (teacher)

   (Follow-up Activity)
   1) Practice conducting $\genfrac{}{}{0pt}{}{3}{4}$, $\genfrac{}{}{0pt}{}{4}{4}$ some more.
   2) Discuss accents in $\genfrac{}{}{0pt}{}{4}{4}$ and $\genfrac{}{}{0pt}{}{3}{4}$
   3) Explain what a "downbeat" is.
   4) Have students try to identify time signature of music by only listening. (Use of conducting patterns will help them).
   5) Help them "hear" the music's emphasis on each downbeat.

Developed by: Teresa Byrd
Azalea Middle School

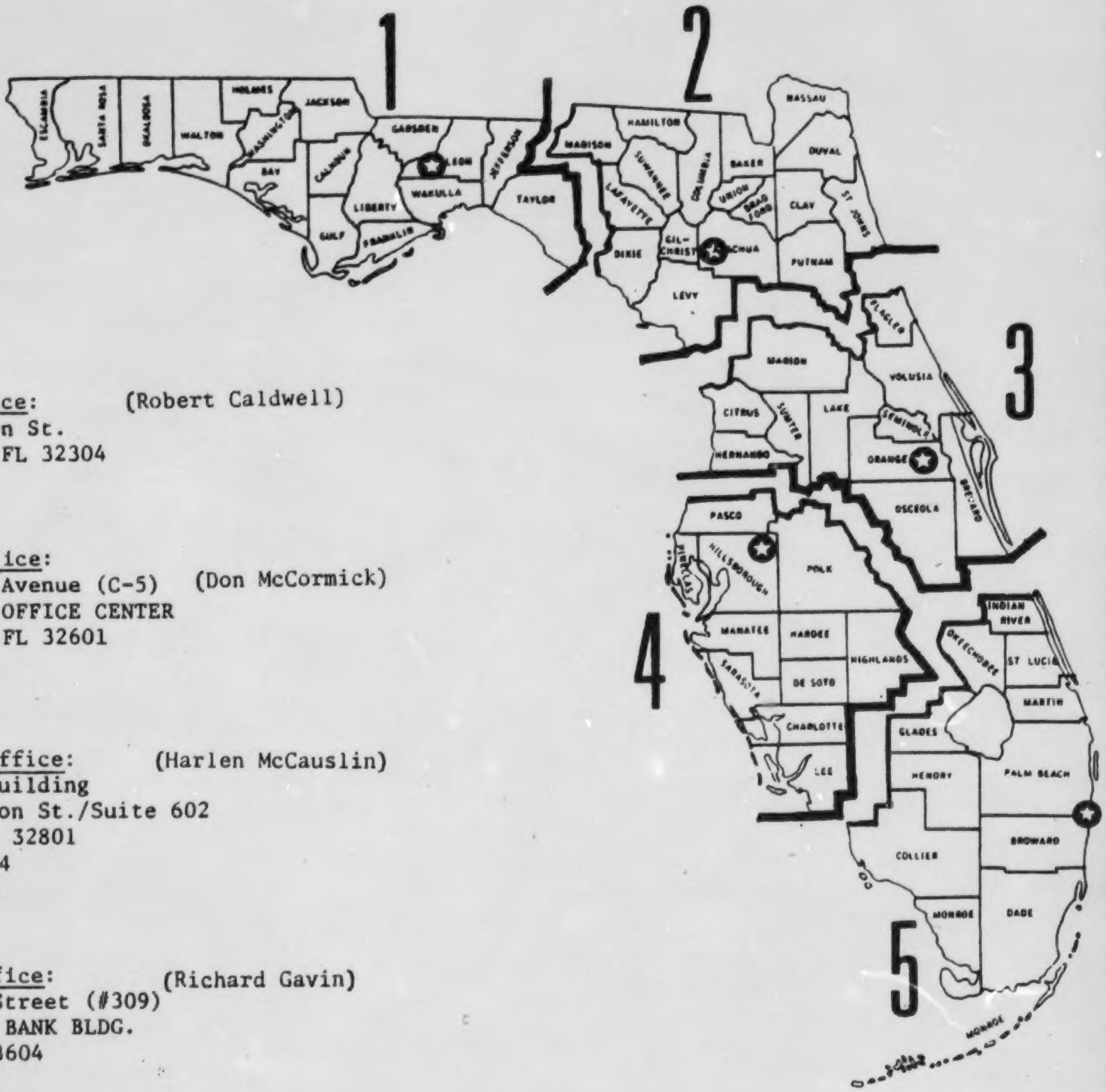
DEPARTMENT OF EDUCATION
TALLAHASSEE • FLORIDA

6/27/78

RALPH D. TURLINGTON - Commissioner

Communication Network

DIVISION OF
VOCATIONAL EDUCATION - Career Educational Consultants in Regional Offices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FRANKLIN
MADISON
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SUWANNEE
COLUMBIA
BAKER
NASSAU
DUVAL
LAFAYETTE
UNION
BRAD FORD
CLAY
ST JOHNS
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CHUA
PUTNAM
LEVY
FLAGLER
MARION
VOLUSIA
CITRUS
SUMTER
LAKE
SEMINOLE
ORANGE
HERNANDO
BREVARD
OSCEOLA
PASCO
PINELLAS
HILLSBOROUGH
POLK
INDIAN RIVER
MANATEE
HARDEE
OKEECHOBEE
ST LUCIE
HIGHLANDS
SARASOTA
DE SOTO
MARTIN
CHARLOTTE
GLADES
LEE
HENDRY
PALM BEACH
COLLIER
BROWARD
MONROE
DADE
MONROE

Region I Office: (Robert Caldwell)
319 W. Madison St.
Tallahassee, FL 32304
488-1660

Region II Office:
901 N.W. 8th Avenue (C-5) (Don McCormick)
PROFESSIONAL OFFICE CENTER
Gainesville, FL 32601
SC:352-7917
904/373-8551

Region III Office: (Harlen McCauslin)
ZN Hurston Building
400 W.Robinson St./Suite 602
Orlando, FL 32801
SC: 344-6314
305/423-6314

Region IV Office: (Richard Gavin)
715 E. Bird Street (#309)
PAN AMERICAN BANK BLDG.
Tampa, FL 33604
SC: 552-7857
813/933-2802

Region V Office: (Gordon Oakley)
8132 State Road 808
Boca Raton, FL 33434
305/395-9401

Looking Good

AGENDA

FLORIDA CAREER EDUCATION CONFERENCE OCTOBER 24 - 27, 1977

Sarasota Hyatt House, 1000 Boulevard of the Arts, Sarasota, Florida

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Conference Theme — The State Planning Process: Career Education Looking Good!

Monday, October 24

9:30 a.m. — 11:45 a.m. State Career Education Advisory Council Meeting

12:00 noon — 1:30 p.m. Luncheon — State Advisory Council

Speaker: Mr. Richard Kinney, Central Florida Administrative Assistant to Senator Lawton Chiles

Topic: "Federal Legislation for Career Education and the State Planning Process"

1:45 p.m. — 4:30 p.m. Continuation of the State Career Education Advisory Council Meeting

4:45 p.m. — 6:00 p.m. Social Hour

6:00 p.m. — 8:30 p.m. **Conference Registration**

Tuesday, October 25

8:30 a.m. — 12:00 noon **Conference Registration**

9:30 a.m. — 11:30 a.m. **Opening General Session**

Presiding: Dr. John Paletti, CE Director, Sarasota

Welcome: Dr. Gene Pillot, Superintendent
Sarasota County Schools

Opening Remarks: Roger Nichols, Associate Commissioner
Mr. Joe D. Mills

Conference Overview: Dr. Margaret Ferqueron

Introduction of Speaker: Mrs. Myrtle E. Hunt

Speaker: Dr. Kenneth Hoyt, Director
Office of Career Education

Topic: "State Plans and Future Directions in Career Education"

12:00 noon — 2:00 p.m. Luncheon (Hyatt House)

Presiding: Mrs. Andrea Barrett

Invocation: Mrs. Lorie Thrash

Introduction of Speaker: Dr. Margaret Ferqueron

Tuesday, October 25 — continued

	Speaker:	Dr. Robert Barr, Graduate Professor, Indiana University
	Topic:	"Career Education — An Alternative for Secondary Schools"
2:15 p.m. — 4:30 p.m.	**Second General Session**	
	Presiding:	Mr. James L. Gautier
	Topic:	"Business-Industry-Labor Involvement in Career and Economic Education"
	Panel Moderator:	Representative of Florida Council of 100
	Panel Members:	To Be Selected
	Recorders:	Mrs. Mary Tate Mrs. Olive Thomas
	Hosts:	Mr. Robert Megow Mr. James Preston
4:30 p.m. — 5:30 p.m.	Social Hour	

Wednesday, October 26

9:00 a.m. — 10:15 a.m.	**Third General Session**	
	Presiding:	Mr. Jud Wilhelm
	Introduction of Speaker:	Dr. Margaret Ferqueron
	Speakers:	Mr. William Israel, Council of Chief State School Officers Mrs. Donna Martin, Director Career Education, Illinois
	Topic I:	"Educational Military Liason Project — Council of Chief State School Officers"
	Speaker:	Dr. David Jesser Chief State School Officers
	Topic II:	Youth Services Act
10:30 a.m. — 11:45 a.m.	Presiding:	Mr. Jud Wilhelm
	Introduction of Speaker:	Mrs. Myrtle E. Hunt
	Speaker:	Dr. Norman Singer, Ohio State University
	Topic:	"Resources and Curriculum for Career Education"
	Recorder:	Mr. Carl Miller
	Hostess:	Mrs. Elizabeth Cunningham
11:45 a.m. — 1:00 p.m.	Lunch — On Your Own	

Wednesday, October 26 — continued

1:00 p.m. — 4:45 p.m. **Special Interest Sections**

Section #1 — 1:00 — 1:45 p.m.

Presiding: Mr. Henton D. Elmore

Presenters: Mrs. Myrtle E. Hunt
Dr. Kay Adams

Topic: "The 1976-77 State Plan for Career Education and the 1976-77 Career Education Needs Assessment"

(Copies of the State Plan and the Needs Assessment will be available at this meeting — one per district.)

Recorder: Mr. Richard Bannigan

Hostess: Mrs. Sue Bush

Section #2 — 2:00 — 2:45 p.m.

Presiding: Dr. Leonard Jackson

Presenters: Mrs. Mary Green
Mrs. Ann McMichael
Mr. Bill Rennie
Mr. Bill Ripley

Special Guest Speaker: Dr. David Hampson, NIE

Topic: "Experience-Based Career Education in Florida"

Recorder: Mrs. Teri Cooper

Hostess: Mrs. Rosebud McCloskey

Section #3 — 3:00 — 3:45 p.m.

Presiding: Mrs. Jane Greenwood

Presenter: Mrs. Diane Bostow,
Florida Council on
Economic Education, USF

Topic: "The Mini-Society"

Recorder: Mrs. Patricia Parks

Host: Mr. Walter Bucklin

Section #4 — 4:00 — 4:45 p.m.

Presiding: Dr. Margaret Ferqueron

Presenters: Broward County—Mrs. Ann McMichael
Orange County—Mr. Bill Ripley
Pinellas County—Mr. Bill Rennie
Dade County—Mr. Ernest Upthegrove
Florida State—Dr. R. Reardon
Jefferson County—Mr. Al Thomas
Manatee County—Dr. Dale Melton
Volusia County—Mr. Clinton Rouse

Topic: "Florida's Federally Funded Projects — An Overview"

Recorder: Mrs. Anna B. May

Hostess: Mrs. Flora Haire

Thursday, October 27

8:30 a.m. — 10:00 a.m. **Area Meetings**

Topics: "Assessing the Current Status of Career Education in Local Districts"
"Needs Assessment Recommendations"
"The State Plan — Recommendations"

8:30 a.m. — 10:00 a.m. *Area I*

Presiding: Mr. Roger Stubing
Presenters: District Representatives
Reporter: Mrs. Anna Baker May

Area II

Presiding: Mr. Steve Brinsko
Presenters: District Representatives
Reporter: Dr. Leonard Jackson

Area III

Presiding: Ms. Mignon Tucker
Presenters: District Representatives
Reporter: Ms. Mary Joyce Bateman

Area IV

Presiding: Mr. Gregory Payette
Presenters: District Representatives
Reporter: Mr. James Preston

Area V

Presiding: Mr. Robert A. Croft
Presenters: District Representatives
Reporter: Mr. Larry Cunningham

10:15 — 11:15 a.m. **Area Reports**

Presiding: Dr. Margaret Ferqueron
Presenters: Mrs. Anna B. May, Area I
Dr. Leonard Jackson, Area II
Ms. Mary Joyce Bateman, Area III
Mr. James Preston, Area IV
Mr. Larry Cunningham, Area V
Recorder: Mr. Lester Mensch
Host: Mr. Bill Rennie

11:15 — 12:00 noon **Conference Wrap-up and Evaluation**

Presiding: Dr. Margaret Ferqueron
Drawing for door prizes: Mrs. Myrtle E. Hunt

October 24-27/Sarasota Hyatt House/Sarasota, Florida

THE 1977 FALL STATE CAREER EDUCATION CONFERENCE

We are asking your assistance in a continuous effort to improve the planning and implementation of future workshops and conferences. Please complete this questionaire and return it to Margaret Ferqueron, State Coordinator for Career Education.

Please Note: Signatures are not necessary!

Conference Purpose: (a) To increase participants' awareness of Career Education resources, both human and fiscal; (b) To provide conference participants with an update on Federal Legislation, new directions in Career Education at the National level and current projects funded by CCSSO which have implications at the District level; (c) To promote interface between Business, Labor and Industry and the education community; (d) To solicit additional input from the community on the statewide Career Education Needs Assessment and the State Career Education Plan.

1. Indicate in the appropriate spaces your evaluation of each of the conference sessions.

Conference Session	Very Helpful	Helpful	Of Little Help	No Help
(a) State Plans and future directions in Career Education: Ken Hoyt Comments:	☐	☐	☐	☐
(b) Business, Labor and Industry Involvement in Career and Economic Education: Panel of Business, Labor and Industry Members Comments:	☐	☐	☐	☐
(c) Educational Military Liaison Project: Bill Israel and Donna Martin Comments:	☐	☐	☐	☐

Conference Session	Very Helpful	Helpful	Of Little Help	No Help
(d) Career Education - An alternative for Secondary Schools: Robert Barr Comments:	☐	☐	☐	☐
(e) Resources and Curriculum for Career Education: Norman Singer Comments:	☐	☐	☐	☐
(f) The 1976-77 State Plan for Career Education and the 1976-77 Career Education Needs assessment: Myrtle Hunt and Kay Adams Comments:	☐	☐	☐	☐
(g) Experienced-Based Career education in Florida: David Hampson Comments:	☐	☐	☐	☐
(h) The Mini-Society: Diane Bostow Comments:	☐	☐	☐	☐
(i) Florida's Federally Funded Projects: Clinton Rouse, Dale, Melton, Al Thomas, Robert Reardon, Ernest Upthegrove, Ann McMichael, Bill Ripley and Bill Rennie Comments:	☐	☐	☐	☐

Conference Session	Very Helpful	Helpful	Of Little Help	No Help
(j) Area Meetings- Assessing the current status of Career Education in local districts Comments:	☐	☐	☐	☐
(k) Area Reports Comments:	☐	☐	☐	☐

2. What aspects of the program did you like the most and why?

3. What aspects of the program did you like the least and why?

4. The conference length was: ☐ about right ☐ too short ☐ too long

5. The pace of the conference was:

☐ about right ☐ too fast ☐ too slow

6. The content of the conference was:

☐ about right ☐ too academic ☐ too elementary

Conference Session

7. The management of the conference was:

☐ excellent ☐ good ☐ fair ☐ poor

8. Given the length and content of the conference, the opportunity for participation was:

☐ about right ☐ too little ☐ not enough

9. What topics would you suggest for the next conference?

10. Additional Comments:

THE 1977 FALL STATEWIDE CAREER EDUCATION PLANNING CONFERENCE

EVALUATION RESULTS

Conference objectives were (1) to increase participants' awareness of Career Education resources, both human and fiscal; (2) to provide conference participants with an update on Federal legislation, new directions in Career Education at the national level and current projects funded by CCSSO which have implications at the District level; (3) to promote interface between business, labor, industry, the community and education; (4) to solicit additional input on the statewide career education needs assessment and the state plan for career education.

In order to achieve these objectives the following activities were organized. Participants were asked to rate the eleven conference activities on a 4 point scale - with 4.0 being the highest and 1.0 being the lowest.

Sixty-five evaluation forms were returned. This represented 64.4% of the total conference participants (101).

Individual items on the evaluation form were rated as follows:

(a)	State Plans and Future Directions in Career Education Dr. Kenneth Hoyt, Presenter	3.62
(b)	Business, Labor, Industry and Community Involvement in Career Education (Panel) Tom Justiz (EPIC/FCEE)	3.42
(c)	Educational Military Liaison Project Mr. Bill Israel and Ms. Donna Martin, Presenters	3.21
(d)	Career Education -- An Alternative for Secondary Schools -- Dr. Robert Barr, Presenter	3.60
(e)	Resources and Curriculum for Career Education Dr. Norman Singer, Presenter	2.15
(f)	The 1976-77 State Plan for Career Education and the 1976-77 Career Education Needs Assessment Dr. Kay Adams and Mrs. Myrtle Hunt, Presenters	3.21
(g)	Experienced-Based Career Education in Florida Dr. Ronald Bucknam, Presenter	2.14
(h)	The Mini-Society - Ms. Diane Bostow, Presenter	3.37
(i)	Florida's Federally Funded Projects Project Directors, Presenters	2.81

(j)	Area Meetings - various presenters	3.54
(k)	Area Reports - various presenters	3.16

The average rating given to all conference programs was 3.11. Dr. Hoyt's presentation received the highest rating (3.62), the second highest rating went to Dr. Robert Barr's presentation (3.60), the third highest rating to the Area Meetings on Thursday morning (3.54).

The lowest rating went to Dr. Ronald Bucknam's presentation (2.14), the second lowest rating to Dr. Norman Singer's presentation (2.15), and the third lowest rating to Florida's Federally Funded Projects (2.81).

When conference participants were asked to indicate those parts of the conference that they liked best, the following comments were made:

(a) State Plans and Future Directions in Career Education

1. This was the best presentation ever given by Ken Hoyt in Florida.
2. Inspirational speakers like Dr. Hoyt.
3. Specific, clear-cut message from Dr. Hoyt.
4. Hoyt and Barr were both dynamic speakers
5. Dr. Hoyt and Military Liaison - we needed this information.
6. Dr. Hoyt. He presented very relevant and worthwhile information.
7. Presenters such as Ken Hoyt, Kay Adams and Diane Bostow - who know what they are talking about and present it in a natural manner.
8. Hoyt, Bostow, and Barr - made the entire trip (900 miles) worthwhile.

(b) Business, Labor, Industry and Community Involvement

1. EPIC/FCEE Panel -- I wish Dr. Sakkis was the superintendent in our District. We need this type of involvement desperately; however, we are not likely to "get involved."
2. EPIC/FCEE Panel -- more of us need to know about this. I didn't know enough to ask any questions -- but the concept sounds great.
3. EPIC/FCEE - Pinellas County representatives particularly good.
4. EPIC/FCEE - these business men seem to be sincerely interested in career and economic education - I hope we are smart enough to utilize them.

5. If our superintendent was as interested in career education as the superintendent from Pinellas County - things might be different.

(c) Educational Military Liaison Project

1. Educational Military Liason Project could open new doors to an area not really used properly within our district.
2. Donna Martin and Bill Israel - best speakers of the conference - really excited about what they are doing.
3. The Educational Military Liaison Project was very well presented.
4. Educational Military Liaison Project - vibrant speakers.
5. Educational Military Liaison - Hope Florida gets involved.

(d) Career Education - An Alternative for Secondary Schools

1. Dr. Barr had a message and he said it well.
2. Dr. Barr - "Super Fantastic!"
3. Dr. Barr - excellent speaker with realistic view of meeting student's needs.
4. Dr. Barr - excellent presentation. Exciting lots of good information.
5. Dr. Barr is an excellent "grass roots" person! Definitely relates to his audience. (Not a lot of theory, very practical!)
6. Dr. Barr was an excellent speaker - funny - and had something to say.
7. Dr. Barr - good speaker, and the content of his speech so true!
8. Dr. Barr - wish I could take him back to my County.

(f) The 1976-77 State Plan for Career Education and the 1976-77 Career Education Needs Assessment

1. Interesting and good information!
2. We need more time on this.
3. Relevant information about the state plan and needs assessment - we need this badly.
4. Very interesting.

5. Kay Adams - she did a good job of telling us where we are in career education.

6. It was nice to know that we are going to have input into the State Plan.

(h) The Mini-Society

1. Diane Bostow - Mini-Society - great ideas - we need more of this type presentation.

2. Just great, can be used for both career and economic education.

3. Meeting people from other districts. The Hyatt House was great.

4. Mini-Society - Exciting concept.

5. Diane Bostow, the Mini-Society, sounds like an excellent resource and method of instruction.

6. Excellent, this has great possibilities.

7. Diane Bostow was great. That's a neat idea!

8. Mini-Society - a tremendous idea.

(j) Area Meetings - various presenters

1. The area meetings were great.

2. Area meetings on Thursday morning were the best of all.

3. The area meetings were full of good information.

4. I liked the idea of the areas getting together to talk.

5. The area meetings were of the most help to me.

6. More area meetings are needed.

7. I got more out of the area meetings and the area reports than anything else.

8. Getting together with other districts to discuss similar problems.

9. Current news on career education progress in Florida - area meetings were good. It's heartbreaking (but nice to know) that our county is not the only county struggling with no specific leadership.

(k) Area Reports - various presenters

1. The area reports were most helpful because of the practical, down-to-earth ideas.
2. I got more out of the area meetings and the area reports than anything else.

Overall positive comments

1. Excellent hotel - luncheon was delicious - service and facilities so nice!
2. Excellent facility - let's come here again!
3. Sarasota is a pleasant change of Orlando - Hyatt House Super!
4. The Hyatt House is an excellent meeting place - best ever!
5. The total program was well planned.
6. The conference was fast moving, well organized, and still informal.
7. Inclusion, on the program, of national, state and local progress.
8. The luncheon was great - and so was the Hyatt House - too bad we had to drive 1000 miles.
9. Majority of the programs were very good.
10. It was nice to know that our State Department people still care. We need encouragement.

When conference participants were asked to indicate those parts of the conference that they liked least, the following comments were made:

(b) Business, Labor, Industry, and Community Involvement

1. EPIC - I've heard all of this before - for three years - and I've yet to receive any benefits.

(c) Educational Military Liaison Project

1. Presentation given at too fast a pace.

(d) Career Education -- An Alternative for Secondary Schools

1. So called "experts" in education do not need to use four-letter words to express themselves.

2. Dr. Barr should leave out four-letter words.

3. Dr. Barr's presentation was just too "filthy."

4. Dr. Barr's message was sullied by obscenity and four-letter words. Using taxpayer's money to fund an educational speaker who uses s.o.b. and s--- before an educated audience. The fact is that obscenity is still a cut rate device used for getting attention.

5. Dr. Barr - he was very entertaining, but gave very little information.

6. Dr. Barr needs a haircut. I'm serious.

(e) Resources and Curriculum for Career Education

1. Dr. Singer's presentation.

2. Dr. Singer read the speech - lost his audience and kept right on going.

3. The academic lectures with no audience participation.

4. Dr. Singer - too much reading - presentation too long.

5. Dr. Singer - much too academic.

6. Dr. Singer read his speech - didn't keep my attention.

7. Dr. Singer - good information, but too academic - read his speech and lost everyone's attention -- too bad, we really need help in the area of curriculum.

8. Dr. Singer reads well.

9. Dr. Singer - boring, not sensitive to his audience. I do not like for someone to read to me.

(g) Experienced-Based Career Education

1. Experience Based Career Education - poor presentation, boring and extremely dull.

2. Dr. Bucknam didn't seem to be able to give information without reading it - I'm sure he knows more about EBCE than he appeared to know.

3. Anyone can stand up and read.

4. The presenter nearly killed Experienced Based Career Education.

5. Sad! I cannot believe my ears! I hope the presentation made does not reflect EBCE.

6. Speaker read from his notes - couldn't see what he was putting on chalkboard.

7. Substitute for David Hampson - Sad!

(i) Florida's Federally Funded Projects

1. Did not have enough time to present.

2. Did not have enough time. This should have been presented during the morning.

Overall negative comments

1. The days were too long - should stop at 3:30 p.m.

2. No small group sharing sessions.

3. Let's have a more central location. I drove 1000 miles to get here and back. (Recommended reading, "Let's lower the Obscenity Level," Reader's Digest - November, 1977.

4. Straight lectures without use of multi-media.

5. Too much sitting in the afternoon - an afternoon coffee break would have helped.

6. Wednesday was too long!

7. Should be more special interest and technique sessions.

8. Format of some presentations could have been improved.

Nearly 100% of the conference participants felt that the conference was about the right length (99.8%).

83.9% of the participants felt that the pace of the conference was about right; 9.7% felt that the pace was too fast; and 6.5% felt that the pace was too slow.

81.1% of the participants felt that the "content" was about right; 9.7% felt that the content was too academic; and 3.2% felt that the content was too elementary.

67.7% of the participants felt that the conference management was excellent; and 32.3% felt that it was good.

81.1% of the participants felt that given the length and content of the conference, the opportunity for participation was about right; 12.9% felt that it was too little.

When asked what topics should be included in the next conference, the following comments were made:

1. Some section programs on (a) Participation of Chambers of Commerce and (b) Different methods of using volunteers.
2. Presentations by areas.
3. Collaborative Efforts: Career Education - Economic Education - Basic Education - Community Resources (DOE and Federal Government).
4. Techniques, strategies and curriculum for career education.
5. Specific section on placement and follow-up.
6. Fusing career education concepts into curriculum - give us objective data to support career education.
7. "Dick Bolles" -- He is excellent! (PLEASE LET ME KNOW WHO HE IS?)
8. Strategies for revitalization of career education in Florida.
9. Funding information.
10. Mini workshops put on by local district directors. In other words, share what they're doing in a workshop format.
11. More district sharing - fewer formal presentations. More group involvement would keep people at the meetings.
12. Have only one guest speaker.
13. More opportunity for sharing sessions with individuals having the same role in career education.
14. Have Diane Bostow do a workshop session.
15. Section for county supervisors and superintendents with a "mandate" from Mr. Turlington that they attend.
16. Techniques on linking compensatory education with career education - How can we help out in this effort?
17. Specific programs for Community Based Programs - Outlines, Evaluations, etc.

The following items were included under additional comments:

1. Very nice conference overall.
2. A great conference that provided a wealth of information.
3. I was really impressed with the leadership of career education in our state. I feel more counselors need to attend these conferences. I think Jud Wilhelm should be recognized for spending the time and the money to bring counselors. (A nice "warm fuzzy" for you Jud!)
4. Overall, one of the best conferences.
5. Excellent meeting place.
6. Best of the last three.
7. Have it at the Sarasota Hyatt House again on Wednesday, Thursday, and Friday.
8. Management of conference was excellent. You did a good job. Thank you!
9. May be a personal hang-up, and I do understand the "howcomes," but the obvious takeover of career education concepts by occupational specialists in some counties scares me -- teachers will not respond -- and if we lose our teacher cooperation, we have lost it all.
10. Prefer Wednesday, Thursday and Friday - also Sarasota Hyatt House is a great place to meet.
11. Perhaps conference should be limited to 2 days.
12. One teacher should accompany each district representative --- let's keep the "key people" involved.

2-—Sarasota Journal Monday, October 4, 1971

Career Education Conference Opens

By BILL RUFTY
Journal Staff Writer

Education specialists began arriving in Sarasota today from throughout the state for a three-day conference on what is perhaps one of the most misunderstood, but important, fields in teaching: career education.

Local career education directors, state officials and nationally known educators responsible for the development of the still-evolving field, are meeting at the Hyatt House to discuss and plan state goals in career education.

Career education is the art of teaching students skills and giving them the knowledge to enable them to make the right decisions in choosing a career and a lifestyle after graduation, said Dr. John Pelletti, director of the Sarasota County Schools' career education program.

The term was taken from a speech by a former U.S. commissioner of education at a gathering in Houston in 1965 when he decried the fact that public school students were not prepared for life and the act of choosing a career by the, then current, education system in the United States.

Career education specialists have since developed programs from kindergarten through the 12th grade exposing students to different careers and lifestyles and showing them how to make those hard decisions about their lives.

The field is not without its detractors who accuse specialists of failing to be specific in the definition of career education and who charge students are being sold a particular career or are "tracked" into a specific job.

Pelletti said career education does not sell a student on any job and has never been involved with "tracking" — a process whereby a students' early tests or preferences follow him to the higher grades and are used when advising him what career or college to select.

The whole principle behind the career education concept is that the student is the one who makes decisions about his life, based on his own studies and comparisons of the choices open to him, Pelletti said.

When those concepts are applied, the subjects of reading, writing and arithmetic become more relevant, he noted. For example, a fifth-grade teacher introducing her students to the use of fractions in math might compose her questions to the class with the example of a carpenter measuring wood, or an interior decorator planning to hang drapes, he said.

"Instead of giving abstract math and reading lessons, career education allows a teacher to make the lesson realistic, close to what occurs in life," Pelletti said.

Some aspects of career education are more complex than simply teaching a child how to choose a career, Pelletti said, which is the basis of critics' charges that the definition of the field is not specific.

The definition is not specific because the concepts of the field are still evolving," Pelletti said. "This is good: it shows that the field is alive and still growing.

"The problem is that some of the critics would have us stop and wait for a firm definition to be agreed upon by all career education specialists throughout the nation and that would deprive the students," he said.

Federal, state and local career education officials are expected to tackle the problems and to recognize the many successes in their new and still growing educational field during the conference this week.

Sarasota Herald-Tribune Wed., Oct. 26, 1977—3-B

Educator: There Are Many Ways Of Teaching

By BOB RUF
Herald-Tribune Reporter

In the rapidly changing American society, there is "no one way" to teach all children, a leading professor-lecturer-consultant said in Sarasota Tuesday.

Speaking at the Hyatt House before the Florida Conference on Career Education, Dr. Robert Barr of Indiana University told his audience:

"Some things have to be learned in school, but there are some things that can never be learned in school. We've got to get students out of the schools which aren't changing and into the society which is alive and changing.

"Career education is the most exciting thing going on in education today."

Barr has toured the country analyzing alternative approaches and served as a consultant to a number of school districts.

He believes closeting a child inside a school can be a limiting experience.

"Kids learn from all around them," he said while relating a story about his son's interest in sharks. "We saw the movie 'Jaws' and my son became fascinated with sharks. He went to the library, devoured books and watched specials on television. One day I gave him a copy of Hemingway's 'The Old Man and the Sea' and he read it from cover to cover in four hours. Then he asked me if I had any more books like that.

"Sometimes," he smiled, "we have to be tricky. It can help to get students out of school and into more vivid experiences."

Barr said he is disturbed by the low level of motivation in schools he has visited and thinks alternative approaches can help excite students. He branded as "fallacious" the generalizations that alternative schools cost more, are only for "bad, trouble-making students" and have a "fun and games" atmosphere.

"Programs are thriving in Grand Rapids, Mich., Minneapolis-St. Paul and Houston and they don't cost more," he said. "We are also finding they can help solve the violence and vandalism problems."

Barr's speech highlighted the opening-day of the three-day conference, which included an appearance by Roger Nichols, the state's assistant commissioner of education.

While admitting career education was in "its infancy" in Florida, he enthusiastically supported the program which was enacted in 1973.

"It is more critical now than it was 15-20 years ago," Nichols said. "With our current employment situation kids have got to be able to get into something they can make a living at. They've got to know what to expect in society.

"I'd like to see a very practical approach to show kids in a first-hand way what is available to them. The success of the program depends on how well teachers become involved with the business community."

Nichols predicted an increase in funding for the program because it is one "legislators are oriented to . . . individuals being successful in our economic system."

STATE OF FLORIDA
DEPARTMENT OF EDUCATION
TALLAHASSEE 32304

RALPH D. TURLINGTON
COMMISSIONER

DATE: March 13, 1978

TO: All Local Career Education Directors and Coordinators

FROM: Myrtle E. Hunt, Associate State Coordinator Career Education

SUBJECT: Spring Planning Conference - Sarasota, April 18-20, 1978

At the risk of sounding like Ken Hoyt, I will tell you that I am writing this little informative memo to you at home! They insisted that I leave the office because of a disturbance in the area around our office, and I wasn't anywhere near finished-- because I promised myself that this would be in the mail to you before the end of another working day!

As some of you may know, the Spring Conference has been an "on and off" situation, due mostly to a lack of funds. However, at a meeting in Tallahassee in February, Margaret and I decided that this was not the year to eliminate the Spring meeting. If ever we needed to stick together, the time is now. So much is at stake during the next few months and we need to share our hopes and our frustrations.

Those of us trying to keep "tabs" on both State and Federal legislation need your assistance. The Federal legislation is of utmost importance right now! If you have not already sent your District's packet of letters to the Washington folk - please do so immediately. Senator Chiles' office has informed us that the letters are not coming in - especially, from business, industry, labor, parents and students. Write yourself, but also encourage some letter representing all of the factions above. If you prefer to send a wire, you can call the toll-free number 800-257-2241. This will put a wire on any Senator or Congressman's desk within hours - and the cost is nominal. It can be charged to your telephone bill.

Since most of you seemed to like the Sarasota Hyatt House as a conference facility, and they agreed to give us summer rates in April, we elected to go there once more. Singles will be $23.00 and doubles $28.00 - so bring a friend. The total agenda has not been finalized, but you will be receiving a copy as soon as it is ready. We still haven't been able to confirm all of the presenters. The basic format of the scheduled meetings will look something like the following:

April 18, 1978		
	9:00 - 1:30	Registration
	10:00 - 2:30	Exhibits
	1:00 - 4:00	Opening General Session Welcome Overview of Conference Programs: Region I (1:30-2:15) Region II (2:15-3:00) Region III (3:00-3:45)
	4:00 - 6:00	EXHIBITS (Socialize-------Cash Bar, if we can't get a Host!)
April 19, 1978		
	8:00 - 9:00	EXHIBITS (Coffee and Danish)

9:00 - 10:30	Continuation of Region Programs: Region IV (9:00 - 9:45) Region V (9:45 - 10:30)
10:30 - 11:30	State Plan Report - Getting it all Together
11:30 - 2:00	Exhibits - Lunch
2:00 - 4:30	Special Program Requests

April 20, 1978

9:00 - 12:00	Employability Skills Workshop
12:00 - 1:00	Lunch Break (Maybe formal luncheon with speaker)
1:00 - 3:00	Continuation of Employability Skills Workshop

Door prizes will be awarded at all sessions. There is a possibility of a luncheon session on Thursday, if we can get the speaker we want. (Have any suggestions, send them to me!) Margaret and I may "strike-out!"

If you would like to help with the program in any way, please let me know. We can always use some helping hands. (Registration, Presiding, Recorders, Etc.) If you have materials and/or information to share, we will try to accommodate all who make such requests, BUT PLEASE MAKE THEM SOON. (By March 27, if possible.)

We expect to occupy approximately 50 guest rooms at the Hyatt. Reservations must be in by March 27. PLEASE NOTE, you are to send your reservations directly to me. DO NOT SEND THEM TO THE HOTEL! Use the enclosed registration form - please complete all information and return to me as soon as possible. Do it NOW or tomorrow at the latest. (I know that it is 6 weeks away, but with Easter and all, we don't want you to forget!)

The exhibitors have promised us some new and exciting materials this year. If the Federal legislation is funded, we may have some money to buy some materials next year. (All local coordinators attending the workshop on Thursday will get a free set of employability skills materials.)
Sarasota will become the Career Education Center of Florida during this week. Our Conference will follow the Florida Career Education Demonstration Consortium Mini-Conference. That conference theme will be "The Community and the Classroom." Business and community representatives will share mutual problems and discuss possible solutions. You are cordially invited to attend both conferences. If you can make both, just indicate that you will be arriving on Sunday, April 16. All reservations will be held until 6:00 p.m. without deposit. If you know that you will be arriving late, please send a check for $23.00 with your reservation - that will assure you of a room. Your invitation to the Mini-Conference is enclosed, please come if you can. It will be a great program - good speakers (more information will be coming later). Registration starts Sunday Evening with a "Kick Off" Breakfast at 9:00 a.m. Monday. If you have a major interest in secondary career education, this conference will be very helpful - especially good for teachers, counselors, and occupational specialists.

Please don't blame my secretary for any mistakes - I take credit for all!!!!

P.S. If you need more RESERVATION FORMS, please duplicate.

RALPH D. TURLINGTON
COMMISSIONER

STATE OF FLORIDA
DEPARTMENT OF EDUCATION
TALLAHASSEE 32304

MEMORANDUM MARCH 30, 1978

TO:

FROM: Myrtle E. Hunt, Associate State Coordinator of Career Education

SUBJECT: Spring Career Education Conference
Sarasota Hyatt House, Sarasota, FL, April 18-20, 1978

The Spring Career Education Conference will be held at the Sarasota Hyatt House, Sarasota, Florida, April 18-20, 1978. Registration for participants will begin at 9:00 a.m. on Tuesday, April 18 and conclude at 2:00 p.m. on the same day. (Late registrations will be handled on an individual basis.) The first general session is scheduled to begin promptly at 1:00 p.m. Our guest keynote speaker will be Mr. Frank Laudano, Vice President, (Director of Education and Personnel Development) Coast Federal Savings and Loan, Sarasota, Florida.

The theme of this second State Planning Conference will be "CAREER EDUCATION: Linking Schools and the Community." The objectives of the conference will be to provide (1) program emphasis on business, labor, industry and professional collaboration with career education, (2) an update on State planning activities in career education, (3) individual districts or regions with opportunities to share information about regular or special career education efforts, (4) first-hand information on Experienced Based Career Education from the four national models funded by NIE, (ALL materials will be on exhibit), (5) exhibits of new commercial materials related to career education, (6) district representatives with a final opportunity to have input into the Florida State Plan for Career Education (1979-1983), (7) update information on PL 95-207, THE CAREER EDUCATION INCENTIVE ACT of 1977, and (8) inservice for career education personnel in the use of the Employability Skills Program. Each district represented in the workshop on Thursday, April 20, will receive a free set of the Employability Skills materials for their district. (These materials alone are worth the cost of the conference.)

You are cordially invited to attend the conference, or to send a representative. A registration form is enclosed. Please complete the form and return it to me as soon as possible, or better still, telephone my secretary, Mrs. Ruth Dikman, 813-895-3671. Mrs. Dikman will make your hotel reservations and prepare registration materials for you. The Sarasota Hyatt House has reserved a block of 50 rooms for us. Singles will be $23 and doubles $28 (bring a friend). We expect reservations to go rapidly, so please let us hear from you soon. Registration fee for the conference is $10.00.

Address your reply to:
Mrs. Myrtle Hunt
Associate State Coordinator Career Education
3230 - 9th Avenue South
St. Petersburg, FL 33712

Encls.

an equal opportunity employer

TENTATIVE AGENDA

FLORIDA STATE CAREER EDUCATION CONFERENCE - APRIL 18 - 20, 1978

Sarasota Hyatt House, 1000 Boulevard of the Arts, Sarasota, FL

CONFERENCE THEME -- The State Planning Process: Career Education - Linking Schools and the Community

TUESDAY, APRIL 18

9:00 a.m. - 2:00 p.m.	REGISTRATION - Alvarez Alcove	
10:00 a.m. - 1:00 p.m.	EXHIBITS - Billy Bowlegs	
1:00 p.m. - 2:30 p.m.	OPENING GENERAL SESSION	
	Presiding:	Dr. Dale Melton, Manatee Junior College
	Welcome:	Joe D. Mills, Director, Vocational-Technical Education Florida Department of Education
	Introduction of Speaker:	Dr. Mary Tate, Supervisor Career Education, Lee County
	Topic:	"Career Education - Linking Schools and the Community"
	Conference Overview:	Dr. Margaret Ferqueron
	Recorder:	Mrs. Ruth Smith
	Host:	Mr. Albert Thomas
2:30 - 4:00 p.m.	DISTRICT PRESENTATIONS	
	Presiding:	Mrs. Olive Thomas, Coordinator, Career Education, Brevard County
	Presenters:	Mr. Clinton Rouse, Director Career Education, Volusia County Mr. Page Harper, Deland High School
	Topic:	Volusia County Career Cluster Project

Presenter: Mrs. Debby Emerson, Volusia County Schools

Topic: Project SPICE (Special Partnership in Career Education)

Recorder: Mrs. Susan Horvath, Volusia

Host: Mr. Robert Megow, Orange County

4:00 p.m. - 6:00 p.m. EXHIBITS & SOCIAL HOUR - Billy Bowlegs

WEDNESDAY, APRIL 19

8:00 a.m. - 9:15 a.m. EXHIBITS (Coffee and Danish--Courtesy) - Billy Bowlegs

9:15 a.m. - 10:30 a.m. SECOND GENERAL SESSION - Sarasota-Desoto

Presiding: Mr. Jud Wilhelm, Director Career Education, Clay County

Presenter: Dr. Mary Tate, Supervisor Career Education, Lee County

Topic: "School Community Collaboration in Career Education - Lee County Style"

Presenter: Dr. John Meyer, Specialist, Career Guidance and Placement, Palm Beach County

Topic: "Art Careers Interest Center - A Magnet Summer School Project" Palm Beach County

Recorder: Gwendolyne Crum, Marion County

Hostess: Linda Rou, Marion County

10:30 a.m. - 11:45 a.m. THE "M & M" SESSION - Sarasota-Desoto

Presenters: Dr. Margaret Ferqueron, State Coordinator Career Education

Mrs. Myrtle Hunt, Associate State Coordinator Career Education

Topics: PL 95-207 - The Career Education Incentive Act of 1977--Rules and Regulations

Advisory Council & State Plan Report

11:45 a.m. - 1:45 p.m. LUNCH (On your own) EXHIBITS OPEN UNTIL 2:00 p.m. (Exhibits will be removed after 2:00 p.m.)

1:45 p.m. - 3:15 p.m. REGIONAL MEETINGS

Topic: "State Plan Recommendations"

REGION I - Longboat Room

Presiding: Mr. James Gautier, Coordinator Career Education, Bay County

Reporter: Mrs. Andrea Barrett, Coordinator Career Education, Wakulla County

FDOE Representative: Mr. Roger Stubing

REGION II - Conquistador Room

Presiding: Mr. Jud Wilhelm, Coordinator Career Education, Clay County

Reporter: Pat Parks, Coordinator Career Education, Hamilton County

FDOE Representative: Mr. Steve Brinsko

REGION III - Alvarez Alcove

Presiding: Mr. Robert Megow, Director Career Education, Orange County

Reporter: Mr. Clinton Rouse, Coordinator Career Education, Volusia County

FDOE Representative: Ms. Mignon Tucker

REGION IV - Sarasota-Desoto

Presiding: Mr. Carl Miller, Coordinator Career Education, Hillsborough County

Reporter: Dr. Mary Green, Manatee Junior College

FDOE Representative: Mr. Gregory Payette

REGION V - Buccaneer Room

Presiding: Mr. Ernest Upthegrove, Director Career Education, Dade County

	Reporter:	Mrs. Anne Mc Michael, Coordinator Career Education, Broward County
	FDOE Representative:	Mr. Robert Croft
3:15 p.m. - 4:00 p.m.	DEBRIEFING SESSION - Sarasota-Desoto	
	Presiding:	Mrs. Sherlyn McKibbon, Career Education Coordinator, Polk County
	Presenters:	Mrs. Andrea Barrett
		Mrs. Pat Parks
		Mr. Clinton Rouse
		Dr. Mary Green
		Mrs. Anne McMicheal
	"RAP - UP"	Dr. Margaret Ferqueron

THURSDAY, APRIL 20

8:30 a.m. - 11:45 a.m.	EMPLOYABILITY SKILLS - Sarasota-Desoto WORKSHOP	
	Presiding:	Dr. Margaret Ferqueron
	Presenter:	Ms. Kelly Price
12:00 - 1:30 p.m.	LUNCHEON	
	Presiding:	Mrs. Anne McMichael
	Invocation:	Mr. Robert Eaton
	Introduction of Speaker:	Mr. A. W. (Bill) Rennie
	Speaker:	Ms. Christine Lewis, Appalachia Educational Laboratory
	Topic:	"Experience-Based Career Education: A Comparison of the Models"
1:30 - 1:45 p.m.	CONFERENCE EVALUATION Drawing for Prizes	Mrs. Myrtle Hunt

April 18-20/Sarasota Hyatt House/Sarasota, Florida

THE 1978 SPRING STATE CAREER EDUCATION CONFERENCE

We are asking your assistance in a continuous effort to improve the planning and implementation of future workshops and conferences. Please complete this questionnaire and return it to Myrtle Hunt, Assistant State Coordinator for Career Education.

Please note: Signatures are not necessary!

Conference Purpose: To provide (1) program emphasis on business, labor, industry and professional collaboration with career education, (2) an update on State planning activities in career education, (3) individual districts or regions with opportunities to share information about regular or special career education efforts, (4) firsthand information on Experience Based Career Education from the four national models funded by NIE, (5) exhibits of new commercial materials related to career education, (6) district representatives with a final opportunity to have input into the Florida State Plan for Career Education (1979-1983), (7) update information on PL 95-207, THE CAREER EDUCATION INCENTIVE ACT of 1977, and (8) inservice for career education personnel in the use of the Employability Skills Program.

1. Indicate in the appropriate spaces your evaluation of each of the conference sessions.

Conference Session	Very Helpful	Helpful	Of Little Help	No Help
(a) "Career Education - Linking Schools and the Community" - Mr. Frank L. Laudano Comments:	☐	☐	☐	☐
(b) Project SPICE (Special Partnership in Career Education) - Volusia County Comments:	☐	☐	☐	☐
(c) "School Community Collaboration in Career Education - Lee County Style" - Dr. Mary Tate Comments:	☐	☐	☐	☐

(d) "An Update on Florida VIEW/CAPS" ☐ ☐ ☐ ☐
Mr. Robert Ruane
Comments:

(e) PL 95-207 - The Career Education Incentive Act of 1977 - Rules and Regulations ☐ ☐ ☐ ☐
Dr. Margaret Ferqueron
Mrs. Myrtle Hunt
Comments:

(f) "State Plan Recommendations" ☐ ☐ ☐ ☐
Regional Meetings
Comments:

(g) Employability Skills Workshop ☐ ☐ ☐ ☐
Dr. Kelly Price
Comments:

(h) "Experience-Based Career Education: A Comparison of the Models" ☐ ☐ ☐ ☐
Ms. Christine Lewis
Comments:

(i) Exhibits
Comments:

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2. What aspects of the program did you like the most and why?

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3. What aspects of the program did you like the least and why?

4. The conference length was: ☐ about right ☐ too short ☐ too long

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5. The pace of the conference was:

☐ about right ☐ too fast ☐ too slow

---

6. The content of the conference was:

☐ about right ☐ too academic ☐ too elementary

---

7. The meal functions of the conference were:

☐ excellent ☐ good ☐ fair ☐ poor

---

8. The conference accommodations (Hotel) were:

☐ excellent ☐ good ☐ fair ☐ poor

---

9. The management of the conference was:

☐ excellent ☐ good ☐ fair ☐ poor

---

10. What topics would you suggest for the next conference?

---

11. Additional Comments:

CAREER EDUCATION CONSULTANTS - Department of Education

Mr. John Patrick

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State Coordinator of Career Education
Florida Department of Education
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DIVISION OF UNIVERSITIES:
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c/o Board of Regents
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THE 1978 SPRING STATE CAREER EDUCATION CONFERENCE

EVALUATION RESULTS

Conference objectives were to provide (1) program emphasis on business, labor, industry and professional collaboration with career education, (2) an update on State planning activities in career education, (3) individual districts or regions with opportunities to share information about regular or special career education efforts, (4) firsthand information on Experience Based Career Education from the four national models funded by NIE, (5) exhibits of new commercial materials related to career education, (6) district representatives with a final opportunity to have input into the Florida State Plan for Career Education (1979-1983), (7) update information on PL 95-207, THE CAREER EDUCATION INCENTIVE ACT OF 1977, and (8) inservice for career education personnel in the use of the Employability Skills Program.

In order to achieve these objectives, the following activities were organized. Participants were asked to rate the eight conference activities on a 4 point scale - with 4.0 being the highest and 1.0 being the lowest.

Forty-eight evaluation forms were returned. This represented 59% of the total conference participants. (81)

(a)	"Career Education - Linking Schools and the Community" - Dr. Frank Laudano, Presenter	3.40
(b)	"Project SPICE (Special Partnership in Career Education) - Mr. Clinton Rouse, Presenter	3.51
(c)	"School Community Collaboration in Career Education -- Lee County Style" - Dr. Mary Tate, Presenter	3.52
(d)	"An Update on Florida VIEW/CAPS" - Dr. Robert Ruane, Presenter	2.58
(e)	"PL 95-207 - The Career Education Incentive Act of 1977 - Rules and Regulations" - The M&M Session - Dr. Margaret Ferqueron and Mrs. Myrtle Hunt, Presenters	2.61
(f)	"Employability Skills Workshop" - Dr. Kelly Price, Presenter	3.25
(g)	"State Plan Recommendations" Regional Meetings	2.79
(h)	Experience-Based Career Education: A Comparison of the Models - Ms. Christine Lewis, Presenter	3.10
(i)	Exhibits	3.25

The average rating given to all conference programs was 3,11. Dr, Tate's presentation received the highest rating (3.52), the second highest rating went to Mr. Clinton Rouse's presentation (3.51), the third highest rating went to Dr. Laudano, the Exhibits and Employability Skills workshop sessions tied for 4th place.

The lowest rating went to Dr. Ruane (2.58), the second lowest to Dr. Ferqueron and Mrs. Hunt (2.61), and the third lowest to the regional meetings (2.79).

When conference participants were asked to indicate those parts of the conference that they liked best, the following comments were made.

(a) "Career Education - Linking Schools and the Community"

1. It was good to see Frank again -
2. It is nice to know that "one of us" can make it in the business community.
3. Too bad that more educators don't go into business and the reverse.
4. We need more interaction with business and industry.
5. Frank's talk was inspiring - I feel better about going out to make community contacts now!

(b) "Project SPICE (Special Partnership in Career Education) - Volusia County"

1. This is the best presentation we have ever had on special education.
2. Sound practical program - would like to know more.
3. Needed more time - sounds like a good program.
4. This information will be a big help to me in our mainstreaming effort next year.
5. I had not heard of this project before, I was impressed.

(c) "School Community Collaboration in Career Education - Lee County Style"

1. Mary's presentation was the best thing at this meeting.
2. I wish I had this kind of business support in my County.

3. Well organized - the usual good job for Mary.

4. Lee County seems most supportive of Career Education.

(d) "An Update on Florida VIEW/CAPS"

1. I've heard all of this before.

2. Wooley does it better!

3. I had not known about CAPS before - sounds good, but does it work?

4. It is nice to know that the state is still supporting this effort.

(e) "PL 95-207 - The Career Education Incentive Act of 1977 - Rules and Regulations" The M & M Session.

1. Clever!

2. Better than a coffee break!

3. The M & Ms made what you had to say more palatable.

4. DRY - but necessary.

5. I sometimes wonder if we will ever see this money.

(f) "Employability Skills Workshop"

1. It was great to finally get this training.

2. This made the whole conference worthwhile. I have been trying to get my hands on a set of these materials for months.

3. Dr. Price did a very good job. I enjoyed the session.

4. We needed this two years ago - everyone in my district has already had this training.

5. Kelly always does a good job.

6. Someone walked off with my set of materials - if you find out who, let me know.

(g) "State Plan Recommendations" Regional Workshops

1. Many people did not attend.

2. Some used this time for extra sleep and/or a late breakfast.

3. We had a good meeting. It is always nice to share with others in your area.

4. We talked about everything but the recommendations. Still a valuable session, however.

(h) "Experience Based Career Education: A Comparison of Models"

1. Chris Lewis gave a far superior presentation than the one we had in October.

2. Now I understand EBCE.

3. Educationally sound programs - why can't we sell it in Florida?

4. Having this presentation at lunch detracted from the value of what she had to say.

5. It was good to see that Joe Mills still supports us.

6. Would like to have her make a presentation to my senior high school principals.

7. This is the best presentation I have seen on EBCE.

(i) "Exhibits"

1. This was a great way to handle the exhibits.

2. I enjoyed the "coffee and danish" - but was disappointed that we didn't have more materials on display.

3. I had lots of time to look - and without a big crowd. Sometimes the sales people didn't have time to give you the attention you want and need.

4. Why not have an exhibit of locally developed materials next time?

5. Good coffee and danish - felt a little sorry for the sales people - we don't have any money to spend and they know it! It was really good of them to come!

Nearly 100% of the conference participants felt that the conference was about the right length (96.5%). 85.3% of the participants felt that the pace of the conference was about right; 8.5% felt that the pace was too fast and 3.2% felt that the pace was too slow. 78.4% felt that the content was about right; 8.5% felt that the content was too academic and 13.1% felt that the content was too elementary. 79.5% of the participants felt that the conference management was excellent; and 20.5% felt that it was good.

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April 20, 1978

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Ongoing

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June, 1978

15. Mr. Joseph McCarthy
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Business & Industry
June, 1979

16. Mr. Joseph M. McCuen
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Local Career Ed. Director
June, 1980

18. Mr. Richard Omara
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June, 1978

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June, 1979

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Education
June, 1980

21. Dr. Robert Reardon, Director
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Education - University
June, 1980

22. Mrs. Wray Register
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813/446-2883

Public
June, 1978

22. Mrs. Wray Register
Florida State PTA President
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Public
June, 1978

23. Mr. Carl Rehwinkle, Director
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June, 1978

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Teacher Representative
June, 1980

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Education
June, 1979

26. Ms. Peggy Upton, Occupational Specialist
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Education
June, 1978

27. Mr. Harry T. Vaughn
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Business
June, 1980

28. Mr. Jud Wilhelm
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Clay County
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904/284-3041

Education
Local Career Ed. Director
June, 1980

29. Captain Dan Wilson
Orlando Police Department
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Governmental
June, 1978

BY-LAWS

of

THE FLORIDA ADVISORY COUNCIL

on CAREER EDUCATION

ARTICLE I - NAME

The name of this Council shall be The Florida Advisory Council on Career Education.

ARTICLE II - PURPOSE

The basic purpose of this Council shall be to advise the State Department of Education in formulating a state plan for career education.

ARTICLE III - MEMBERSHIP

Section 1. Membership in the Council shall consist of active membership. Active members shall attend at least three regular meetings of the Advisory Council.

Section 2. Members shall be appointed to the Council by the Commissioner of Education.

Section 3. Initial appointments to membership shall be one, two or three year terms - to insure continuity of service; thereafter, terms shall be for a period of three (3) years, except for completion of unexpired terms. Anniversary dates for membership appointments will be July 1 of each year.

1/10/78

Section 4. Membership in the Florida Advisory Council on Career Education should include at least 50 percent non-educators. They should broadly represent a mixture as indicated in the State Plan. These categories are:

a. State Department of Education
b. Other Governmental Units
c. Business and Industry
d. Labor
e. Higher Education
f. School Administration
g. Counseling and Guidance
h. Teachers
i. Vocational Education
j. Parents
k. Students
l. Occupational Specialist
m. Career Education Directors

ARTICLE IV - MEETINGS

Section 1. Each membership year the Council shall meet at least quarterly. All meetings are open to the public.

Section 2. A quorum shall consist of the members in attendance at a regular or properly called meeting.

Section 3. The normal meeting place shall be Tallahassee, Florida; However, the Council may schedule meetings at other locations.

Section 4. The normal meeting date shall be the second Tuesday of the month during which the regular meetings are scheduled; however, the Council may schedule meetings on other dates.

Section 5. A schedule of meetings shall be adopted for each membership year and at least two weeks before each regular meeting, the Council Secretary or Chairperson shall publish in a letter or telegram, sent to each member, the time and place of the meeting.

Section 6. Special meetings may be called by the Council Steering Committee.

Section 7. Notification of special meetings are not restricted by the time factors stated in Section 4 and 5 of Article IV: however, the Chairperson or Secretary shall notify Council members of the time and place selected for special meetings by letter or telegram as far in advance of such meetings as possible.

Section 8. At least one public meeting each year shall be planned and conducted to provide opportunity for the Public to express views and opinions concerning career education, and all meetings shall be conducted to meet the requirements of all Florida Statutes.

ARTICLE V - OFFICERS

Section 1. The officers of this Council shall be a Chairperson, Vice Chairperson, and Secretary.

Section 2. The Chairperson and Vice-Chairperson shall hold office for one membership year, from July 1, following election by Council membership.

Section 3. The Chairperson shall preside over Council meetings, appoint all committees, and serve as an ex officio member of all committees.

Section 4. The Vice-Chairperson shall assist the Chairperson with all activities and in the absence of the Chairperson shall preside at Council meetings.

Section 5. The Secretary shall be assigned to work with the Advisory Council in an administrative role to provide leadership in accomplishing purposes of the Council. This includes preparation and maintenance of minutes of all Council meetings, all correspondence for the Council, and assistance with publication of the agenda.

Section 6. The professional, technical, and clerical personnel shall perform assigned duties as provided by position descriptions.

ARTICLE VI - COMMITTEES

Section 1. The Chairperson of the Council shall appoint such standing committees and ad hoc committees as he/she and the Council deem necessary.

Section 2. There shall be a Steering Committee composed of the Council Chairperson, Vice-Chairperson, Secretary, most recent past Chairperson, and Chairpersons of standing committees. One purpose of this committee is to develop the agenda for each meeting.

ARTICLE VII - AMENDMENTS to BY-LAWS

Section 1. These By-Laws may be amended by majority vote of the members present at any regular meeting, provided the proposed amendments or amendments are published in a letter or telegram sent to each Council member two weeks before the meeting at which a vote is taken on the proposed amendment(s).

Section 2. The By-Laws may be amended without prior notice by a vote of two-thirds of the members at any regular meeting.

ARTICLE VIII - RULES OF ORDER

Section 1. Robert's Rules of Order shall govern all meetings of this Council.

FLORIDA
CAREER
EDUCATION
ADVISORY
COUNCIL

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August 30, 1978

Hi! And welcome to a brand new school year! You are most likely asking yourself the same question that I am - "Where did the summer go?" Hope you had a good one! Mine was busy, and I guess good too!

The 1977-78 Florida Needs Assessment for Career Education was completed late in June and has now been printed. It will be disseminated at the Fall Career Education Conference in late October. The state plan is in its final stages of completion. It should also be ready in October. Since you had an important part to play in finalizing this plan, I want to thank you for all your help. Everyone was really super. I could not have survived last year without your encouragement and assistance.

I wish that I had some exciting news about the career education funding to share with you, but as you probably know, all HEW funding is again tied up with the abortion issue. I was in Washington recently attending a meeting with Ken Hoyt and 15 other site directors. The word then was that the Senate Labor HEW Appropriations Committee had approved $30 million in first year funding for the Career Education Incentive Act of 1977. ($22.5 million for K-12 and $7.5 for postsecondary demonstration projects) The fiscal 1979 appropriations bill, H.R. 12929, still must be approved on the Senate floor, where controversy over anti-abortion provisions could hold up its passage. No date had been set for a vote. After Senate passage, the bill will go to the House-Senate conference sometime after September 5. The House bill contains $35 million for career education. ($25 million for K-12 and $10 million for postsecondary) A compromise might get us $32.5 million!

Hoyt's advice continues to be "Look to CETA for career education money at the secondary level!" His advice would seem to be sound -- on August 9, the House voted to add $400 million in spending authority to Comprehensive Employment and Training Act youth programs.

Thanks again, take care, keep in touch, and above all HAVE A GOOD YEAR!

Sincerely,

Myrtle

Myrtle E. Hunt
Director Career Education
Pinellas County Schools